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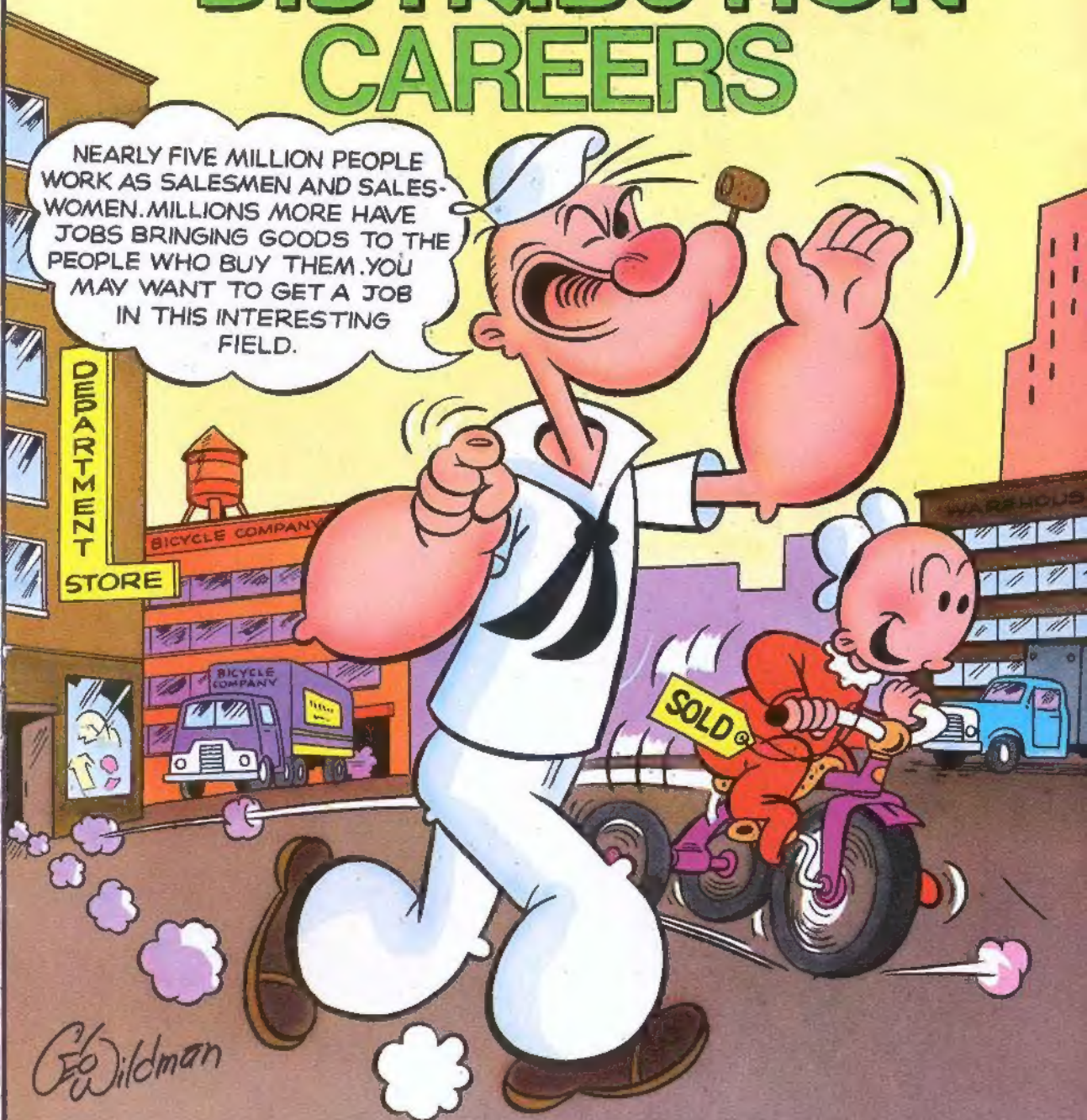


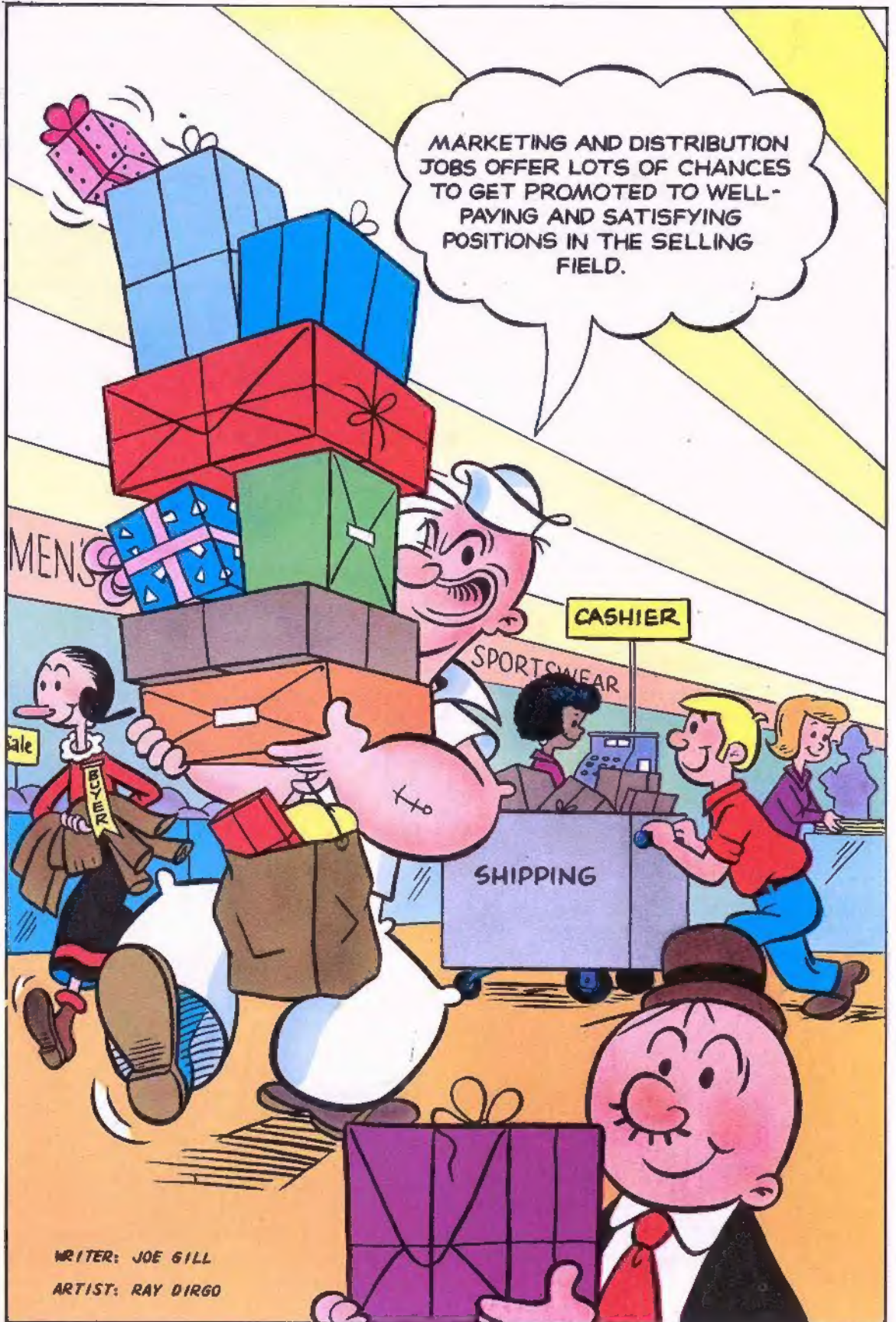
POPEYE

and

MARKETING AND DISTRIBUTION CAREERS

NEARLY FIVE MILLION PEOPLE WORK AS SALESMEN AND SALES-WOMEN. MILLIONS MORE HAVE JOBS BRINGING GOODS TO THE PEOPLE WHO BUY THEM. YOU MAY WANT TO GET A JOB IN THIS INTERESTING FIELD.

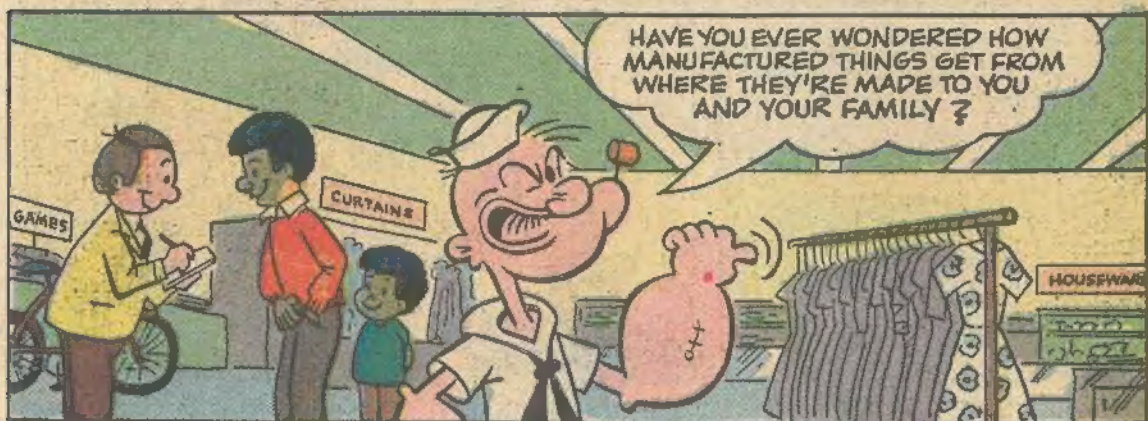
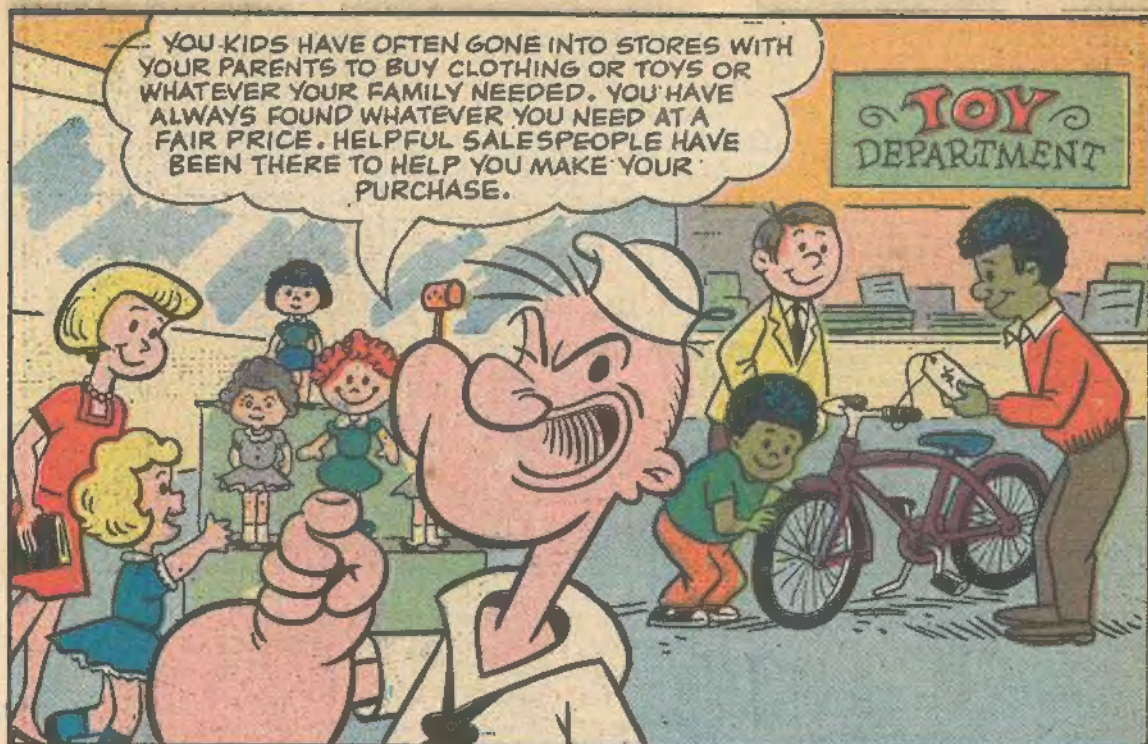




MARKETING AND DISTRIBUTION
JOBS OFFER LOTS OF CHANCES
TO GET PROMOTED TO WELL-
PAYING AND SATISFYING
POSITIONS IN THE SELLING
FIELD.

WRITER: JOE GILL

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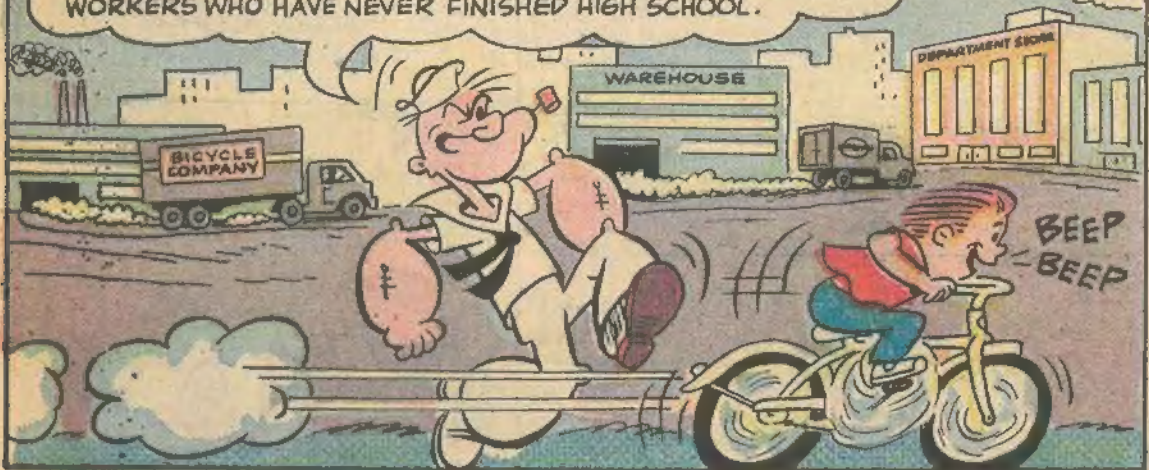


POPEYE E-9 MARKETING AND DISTRIBUTION

POPEYE E-9

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MILLIONS OF PEOPLE WORK IN THE MARKETING AND DISTRIBUTION FIELD. THERE ARE A GREAT MANY DIFFERENT KINDS OF JOBS. PEOPLE WITH COLLEGE EDUCATIONS ARE NEEDED AS WELL AS WORKERS WHO HAVE NEVER FINISHED HIGH SCHOOL.



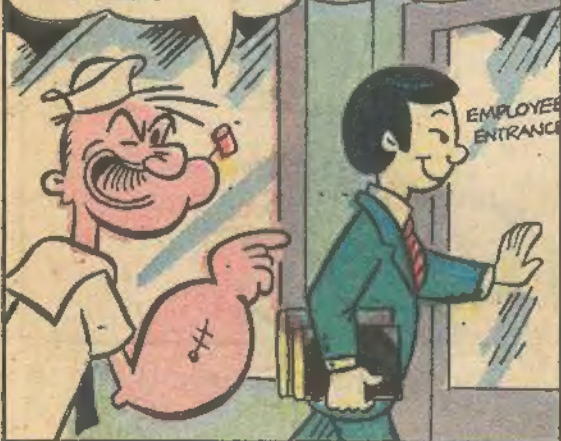
THERE ARE WORKERS WHO DEAL MOSTLY WITH PEOPLE, OTHERS WORKING WITH INFORMATION, AND SOME WHO WORK WITH TOOLS



THERE ARE NEARLY FIVE MILLION MEN AND WOMEN WITH SALES JOBS. THE SALES FIELD EMPLOYS PERSONS OF ALL AGES FROM HIGH SCHOOL TO OLD ENOUGH TO RETIRE,



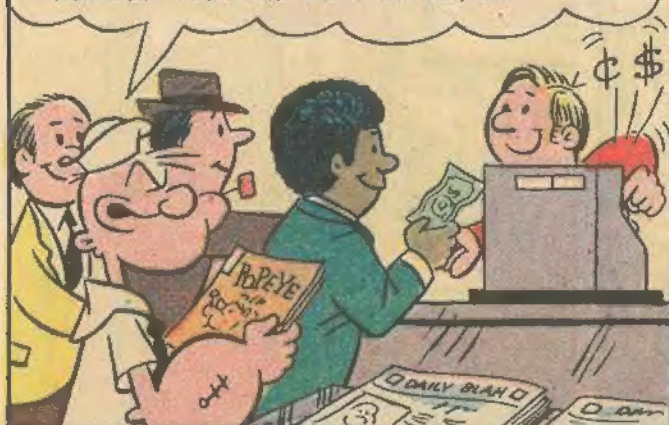
ONE OUT OF EVERY FOUR SALES PEOPLE WORKS PART TIME, LESS THAN THIRTY-FIVE HOURS A WEEK.



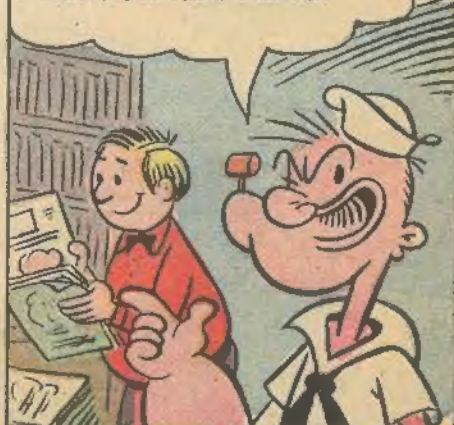
THEIR JOB IS TO HELP PEOPLE BUY WHAT THEY NEED AND WANT.



SOME SALES PEOPLE SELL ONLY SUCH ITEMS AS MAGAZINES AND NEWSPAPERS. THEY NEED ONLY TO TAKE THE CUSTOMER'S MONEY AND GIVE BACK THE RIGHT CHANGE. VERY LITTLE TRAINING IS NEEDED FOR THIS KIND OF WORK.



BUT THIS KIND OF WORK HANDLES A LOT OF CASH AND LOTS OF DIFFERENT ITEMS. HE IS ALWAYS BUSY, AND HE MUST BE VERY ALERT.



THIS SALESMAN IS A COLLEGE GRADUATE WITH A KNOWLEDGE OF ENGINEERING AND ELECTRONICS. HE IS HELPING A CUSTOMER CHOOSE A COMPUTER SYSTEM FOR HIS BUSINESS.



THIS SALESWOMAN MUST KNOW ALL ABOUT DIAMONDS AND OTHER GEMS TO WORK FOR A JEWELRY COMPANY. SHE MUST BE PLEASANT IN APPEARANCE AND MANNER TO DO THIS JOB WELL.



REAL ESTATE SALESMEN TRY TO LOCATE HOMES AND PROPERTY FOR THEIR CUSTOMERS WHICH WILL BEST SUIT THEIR NEEDS. THIS FAMILY IS TOO LARGE FOR THIS HOUSE, SO THE REAL ESTATE SALESMAN IS ADVISING THEM NOT TO CONSIDER BUYING IT.



MANUFACTURERS CONDUCT SPECIAL TRAINING CLASSES SO THAT SALES-PEOPLE WILL HAVE A THOROUGH KNOWLEDGE OF THEIR PRODUCT.



OTHER PEOPLE IN SALES BECOME BETTER IN THEIR JOBS BY TAKING UNIVERSITY AND HOME STUDY COURSES.



GOOD SALES PEOPLE SHOULD UNDERSTAND THE NEEDS OF THEIR CUSTOMERS. THEY OUGHT TO BE FRIENDLY AND AT EASE WITH STRANGERS. SALES-PEOPLE NEED ENERGY, SELF-CONFIDENCE AND SHOULD BE ABLE TO SPEAK WELL.



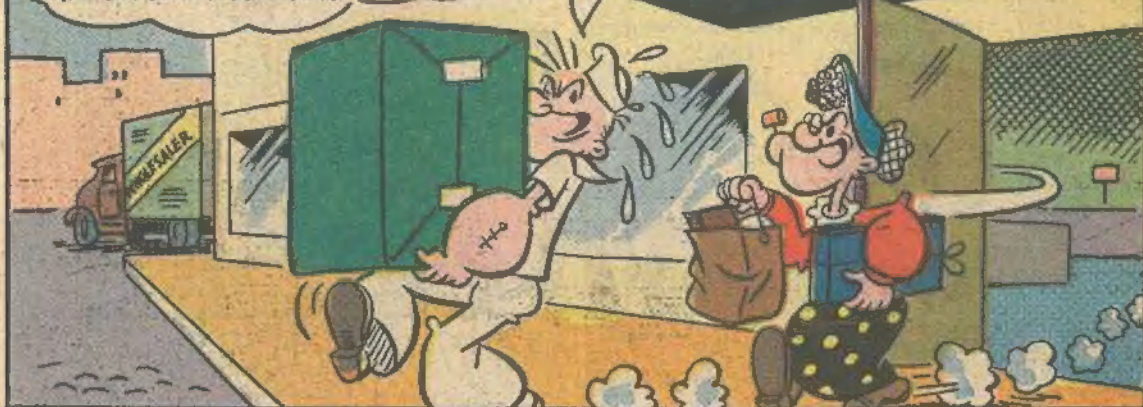
THERE WILL BE JOB OPENINGS FOR NEARLY 300,000 PEOPLE A YEAR IN SALES.



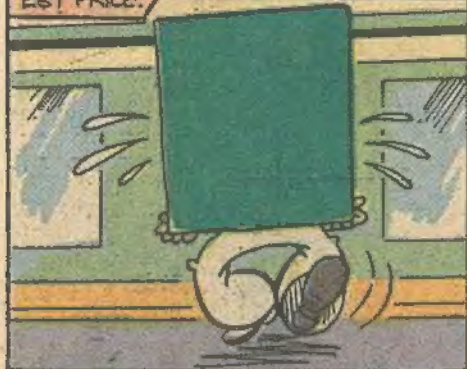
BECAUSE OUR POPULATION IS GROWING, MORE SALESPeOPLE WILL BE NEEDED, ESPECIALLY PART-TIME EMPLOYEES IN SMALL STORES WHICH ARE OPEN AT NIGHT.



A MANUFACTURED PRODUCT IS SOLD BY THE FACTORY THAT MADE IT TO A WHOLESALER. WHOLESALERS BUY LARGE NUMBERS OF ITEMS FROM A MANUFACTURER. RETAILERS BUY FEWER OF THESE GOODS FROM THE WHOLESALER, AND THEN THEY SELL DIRECTLY TO THE CUSTOMER WHO ENTERS THEIR SHOP.



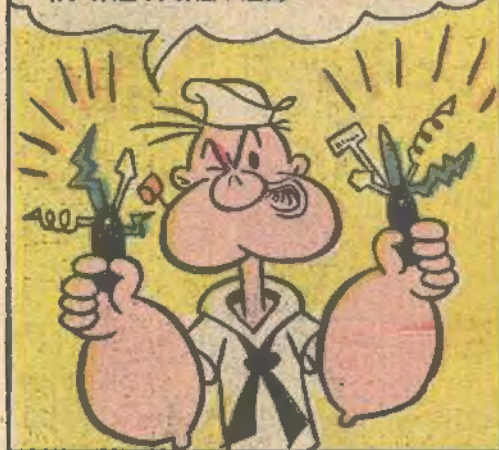
THE PRICE OF AN ITEM INCREASES EACH TIME IT IS BOUGHT TO BE SOLD AGAIN. THIS PRICE INCREASE PAYS FOR THE EXPENSES AND PROFIT THE WHOLESALER AND RETAILER MUST MAKE TO STAY IN BUSINESS. THE CUSTOMER PAYS THE HIGHEST PRICE.



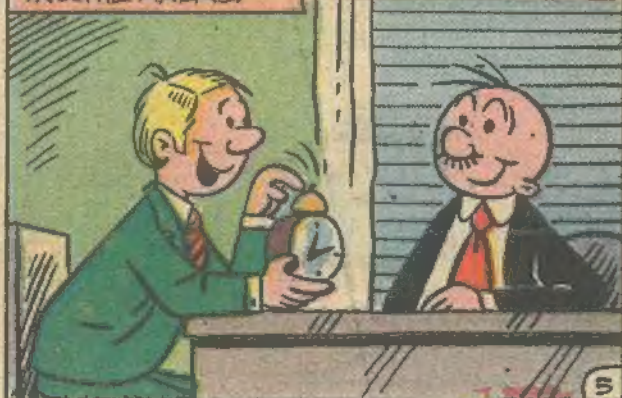
MANUFACTURERS' SALESMEN SELL TO WHOLESALERS OR SOMETIMES DIRECTLY TO RETAIL STORES.



SALESMEN MUST KNOW THEIR PRODUCTS AND ALSO KNOW ABOUT THOSE OF OTHER MANUFACTURERS IN THE SAME FIELD.



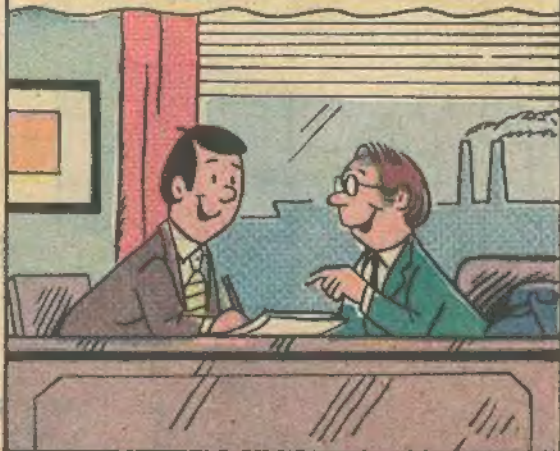
THE MANUFACTURER'S SALESMAN MUST KNOW THE SPECIAL NEEDS OF HIS CUSTOMERS. HE WILL TRY TO SELL LOWER-PRICED ITEMS TO RETAILERS IN LOW INCOME AREAS AND EXPENSIVE THINGS TO STORES IN HIGH INCOME AREAS.



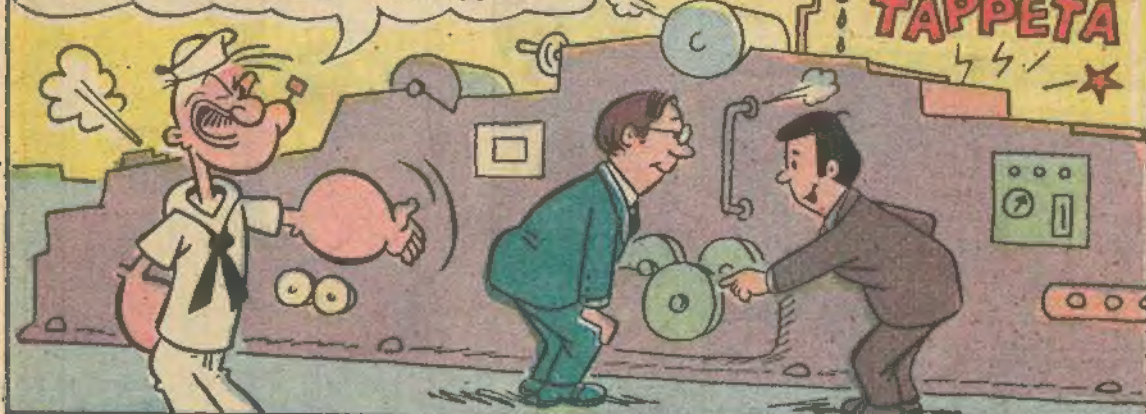
SOME SALESMEN SELL HIGHLY TECHNICAL PRODUCTS AND THEY ARE OFTEN CALLED **SALES ENGINEERS**. THEY MAY SELL EQUIPMENT TO MANUFACTURERS AND ARE THEN CALLED **INDUSTRIAL SALESMEN**.



A GOOD SALES ENGINEER MUST HAVE A THOROUGH UNDERSTANDING OF HIS CUSTOMER'S NEEDS AND BE ABLE TO SATISFY THEM.



AN INDUSTRIAL SALESMAN MAY SPEND WEEKS STUDYING A MANUFACTURER'S PROBLEM. HE THEN RECOMMENDS EQUIPMENT THAT WILL HELP THE MANUFACTURER MAKE MORE AND BETTER PRODUCTS.



SOMETIMES, THE EQUIPMENT THE SALESMAN IS HANDLING IS NOT EXACTLY RIGHT. HE MAY HAVE TO REDESIGN THE MACHINERY TO SUIT THE NEEDS OF ONE SPECIAL CUSTOMER BEFORE HE CAN MAKE THE SALE.



THIS KIND OF SALESMAN DOES NOT MAKE AS MANY SALES AS OTHERS BUT HE IS NOT EXPECTED TO.



ALTHOUGH MOST SALESMEN SPEND A LOT OF THEIR TIME VISITING CUSTOMERS, THEY MUST DO A GREAT DEAL OF PAPERWORK. THEY WRITE LETTERS TO CUSTOMERS; THEY MAKE REPORTS ON THEIR WORK TO THEIR SUPERVISORS, INCLUDING A RECORD OF THEIR EXPENSES.



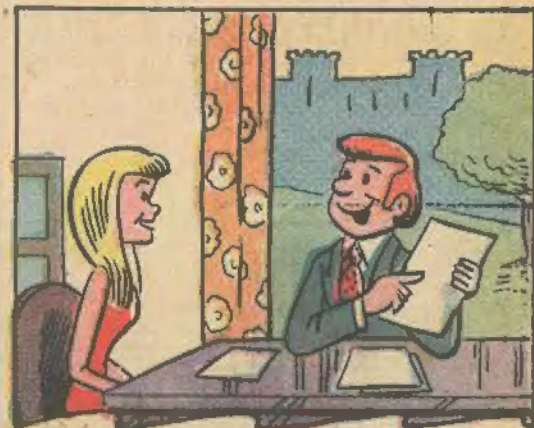
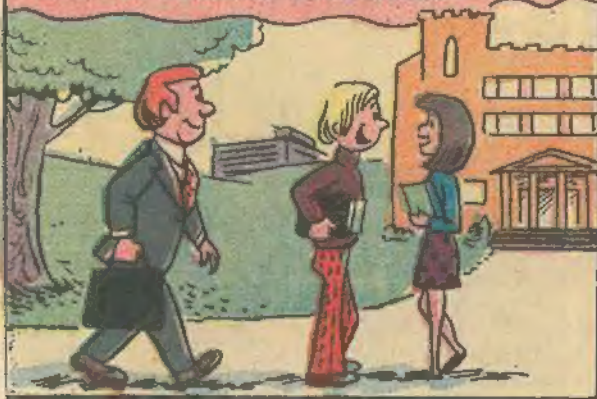
THERE ARE ABOUT 500,000 MANUFACTURERS' SALESMEN WORKING AT PRESENT. SOME COMPANIES PREFER COLLEGE GRADUATES AT THIS LEVEL BECAUSE EMPLOYERS THINK THIS IS HELPFUL WHEN DEALING WITH CUSTOMERS.



SOME MANUFACTURERS PREFER SALESMEN WITH TRAINING IN THEIR PRODUCT. A DRUG MANUFACTURER MIGHT WANT HIS SALESMAN TO HAVE STUDIED AT A COLLEGE OF PHARMACY; A CHEMICAL COMPANY MIGHT WANT A COLLEGE TRAINED CHEMIST TO CALL ON ITS CUSTOMERS.



ALTHOUGH MANY SALESMEN FIND JOBS BY APPLYING DIRECTLY TO SALES OFFICES OR MANUFACTURERS, OTHER JOBS ARE FOUND BY RECRUITERS WHO GO TO VARIOUS COLLEGES TO INTERVIEW STUDENTS WHO WANT TO BECOME SALESMEN.



RECRUITERS TRY TO FIND INTERESTED STUDENTS WHO GET GOOD MARKS, AND HAVE PLEASANT PERSONALITIES AND GOOD APPEARANCE.

THERE ARE NEARLY THREE MILLION RETAIL SALESPeOPLE WORKING NOW. MORE MEN THAN WOMEN SELL FURNITURE, APPLIANCES, HARDWARE, EQUIPMENT AND AUTOMOBILES. MORE WOMEN THAN MEN WORK IN DEPARTMENT AND GENERAL STORES, SPECIALTY STORES, CLOTHING AND DRUG STORES.



SALESPeOPLE TRY TO SELL CUSTOMERS THINGS THAT WILL BE USEFUL TO THEM.



CASHIER

WILL THAT BE CASH OR CHARGE, PLEASE?

CHARGE IT. I HAVE A CREDIT CARD.



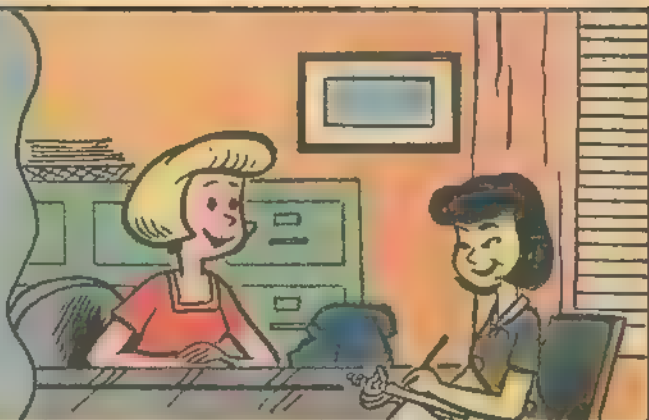
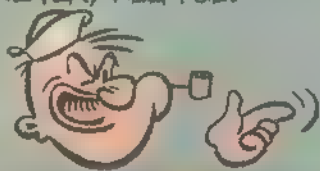
A CASHIER IN A STORE REFERS REQUESTS FOR CREDIT TO A CREDIT MANAGER. IN THE STORE OR A CENTRAL CREDIT BUREAU. CREDIT ANALYSTS WILL DECIDE, USUALLY WITH THE HELP OF INFORMATION FROM A COMPUTER, WHETHER OR NOT A CUSTOMER'S CREDIT IS GOOD.



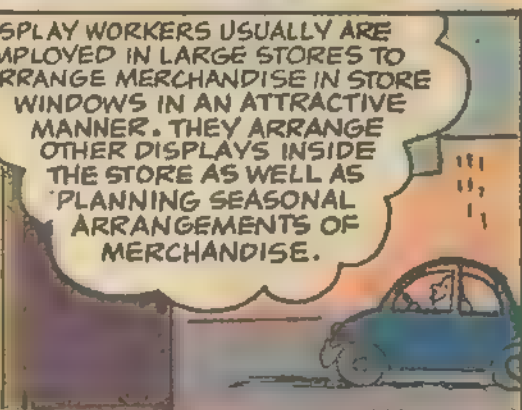
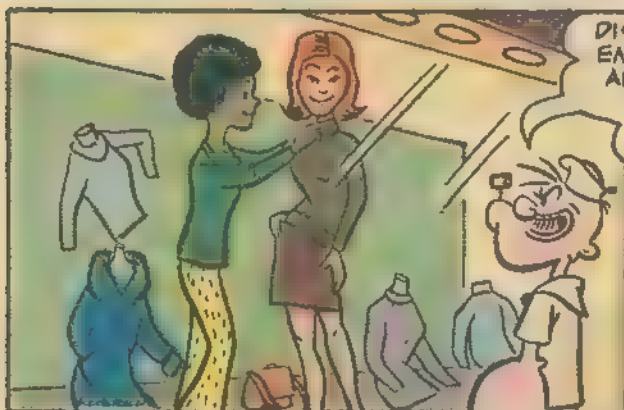
A CREDIT MANAGER DETERMINES WHICH CUSTOMERS ARE POOR CREDIT RISKS. HE MAELS OUT LETTERS REMINDING CUSTOMERS THAT THEIR PAYMENTS ARE OVERDUE. HE ALSO HELPS COLLECTORS TO SETTLE OVERDUE ACCOUNTS.



THE CREDIT MANAGER ALSO HANDLES THE EXCHANGE OF INFORMATION BETWEEN HIS OWN AND OTHER CREDIT COMPANIES. ALTHOUGH CREDIT MANAGERS MAY BEGIN IN THIS FIELD WITH ONLY A HIGH SCHOOL DEGREE, COLLEGE COURSES IN BUSINESS ADMINISTRATION OR ACCOUNTING ARE VERY HELPFUL.



DISPLAY WORKERS USUALLY ARE EMPLOYED IN LARGE STORES TO ARRANGE MERCHANDISE IN STORE WINDOWS IN AN ATTRACTIVE MANNER. THEY ARRANGE OTHER DISPLAYS INSIDE THE STORE AS WELL AS PLANNING SEASONAL ARRANGEMENTS OF MERCHANDISE.



DISPLAY WORKERS ARE FREQUENTLY EXPERT SIGN WRITERS. THEY PAINT OR WRITE SIGNS OR SHOWCARDS TO HELP SELL MERCHANDISE.



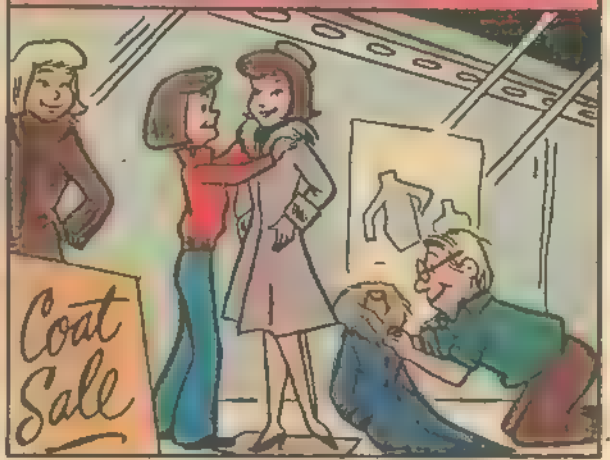
DISPLAY WORKERS MAY ALSO DESIGN AND LAY OUT, THEN CUT AND FINISH DISPLAYS IN WOOD OR OTHER MATERIAL. THEY MAY PRODUCE ANIMATED OR LIGHTED UNITS.



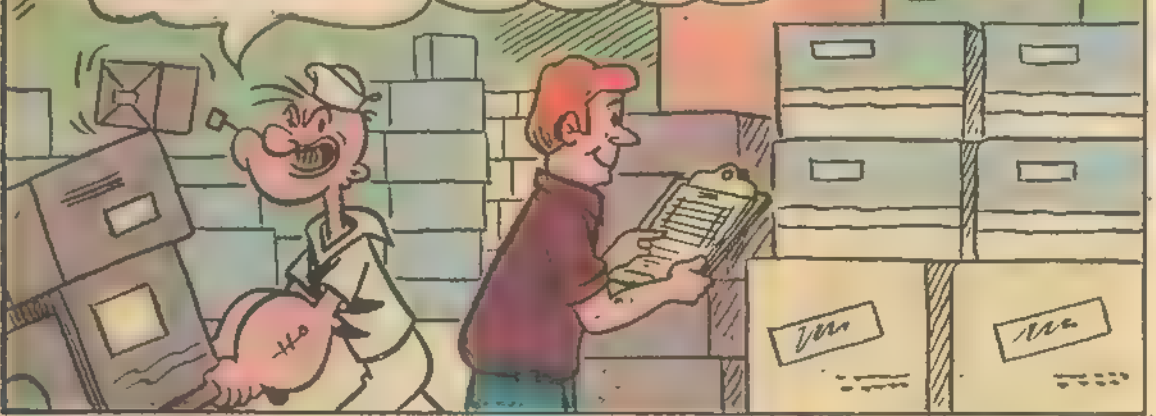
SOME DISPLAY WORKERS RECEIVE TRAINING IN INDUSTRIAL ARTS OR COMMERCIAL ART.



BOTH MEN AND WOMEN WORK AS DISPLAY WORKERS. SOME LEARN THE SKILLS THEY NEED ON-THE-JOB, ASSISTING EXPERIENCED DISPLAY WORKERS.

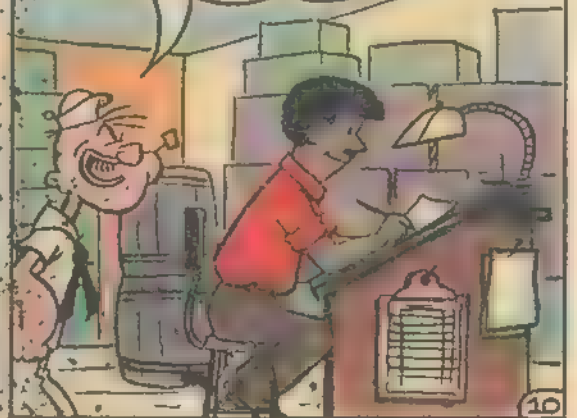
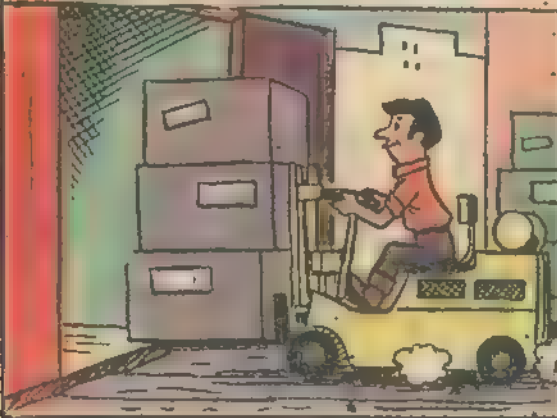


SHIPPING AND RECEIVING CLERKS ARE A HIGHLY IMPORTANT PART OF MARKETING AND DISTRIBUTION. HERE YOU SEE A SHIPPING CLERK WITH A DETAILED LIST OF GOODS ORDERED BY A CUSTOMER THAT MUST BE PACKED AND SHIPPED TO HIM.

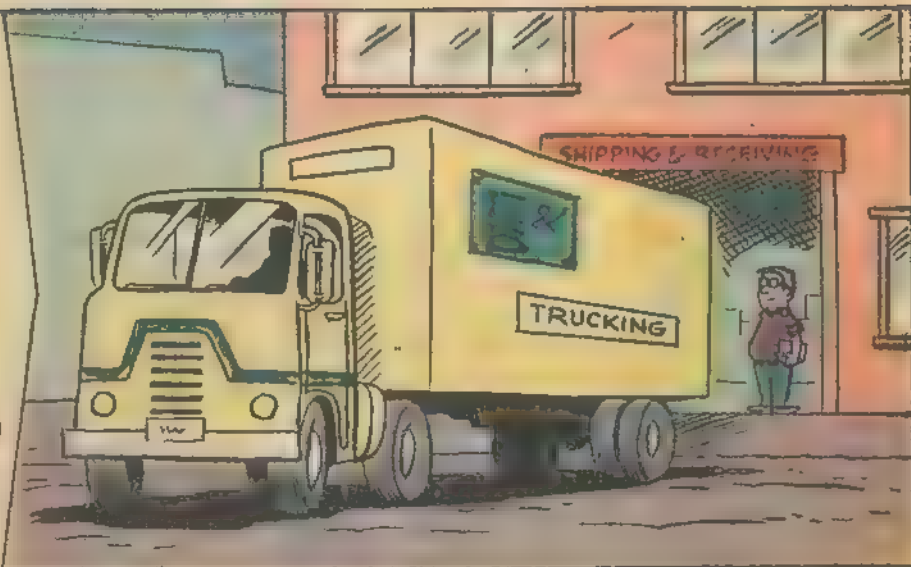


A SHIPPING CLERK MAKES SURE THE RIGHT GOODS ARE LOADED. HE SEES THAT EASILY BROKEN ITEMS ARE PACKED SAFELY. HE KNOWS THE COST AND TIME NEEDED FOR THE DELIVERY OF EACH ORDER TO THE RIGHT CUSTOMER.

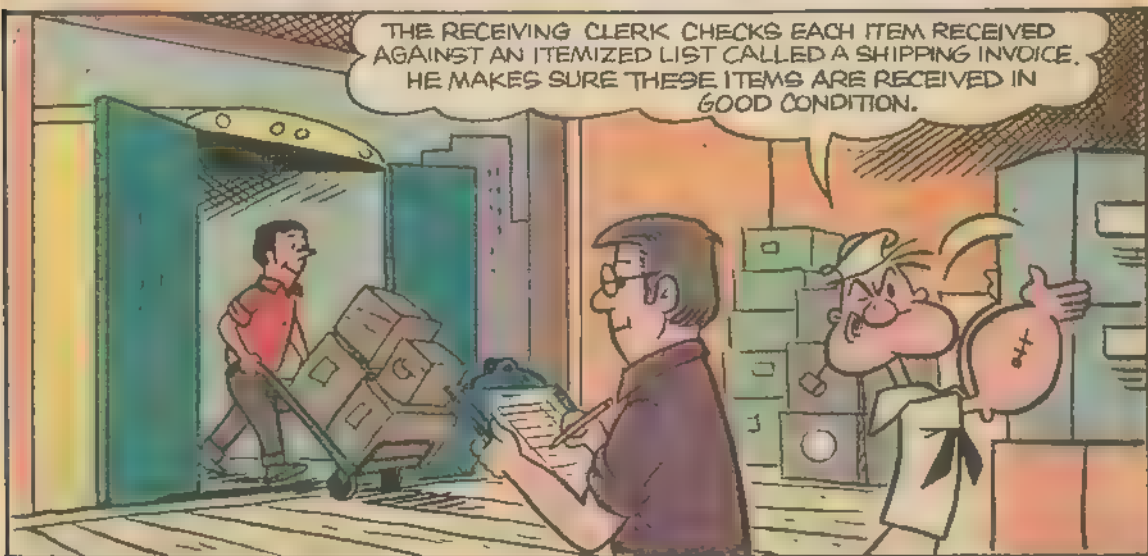
THERE MAY BE A HEAD SHIPPING CLERK WHO CHECKS ON THE OUTGOING SHIPMENTS. OR A SHIPPING CLERK MAY WORK DIRECTLY UNDER A WAREHOUSE MANAGER.



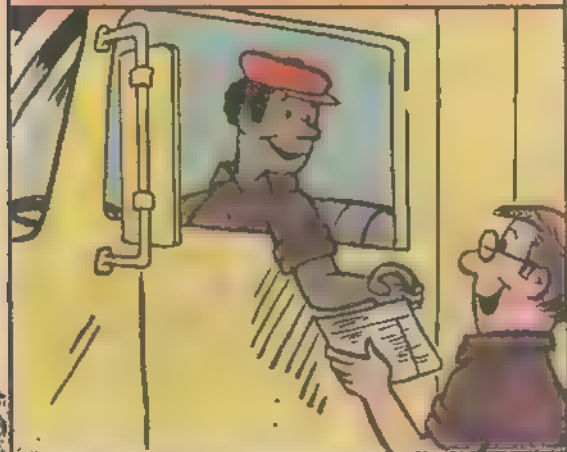
IN SMALLER COMPANIES, THE SAME MAN MAY TAKE CARE OF BOTH SHIPPING AND RECEIVING.



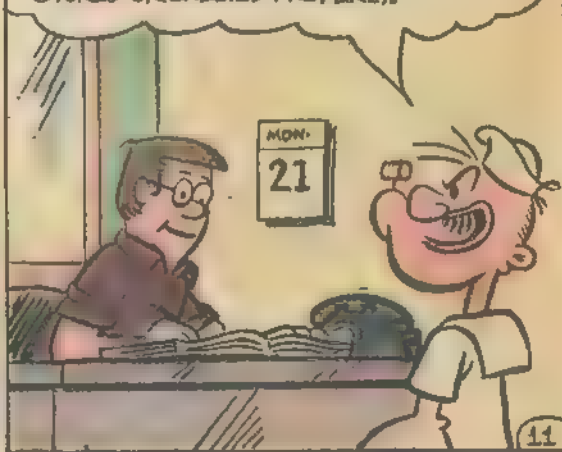
THE RECEIVING CLERK CHECKS EACH ITEM RECEIVED AGAINST AN ITEMIZED LIST CALLED A SHIPPING INVOICE. HE MAKES SURE THESE ITEMS ARE RECEIVED IN GOOD CONDITION.

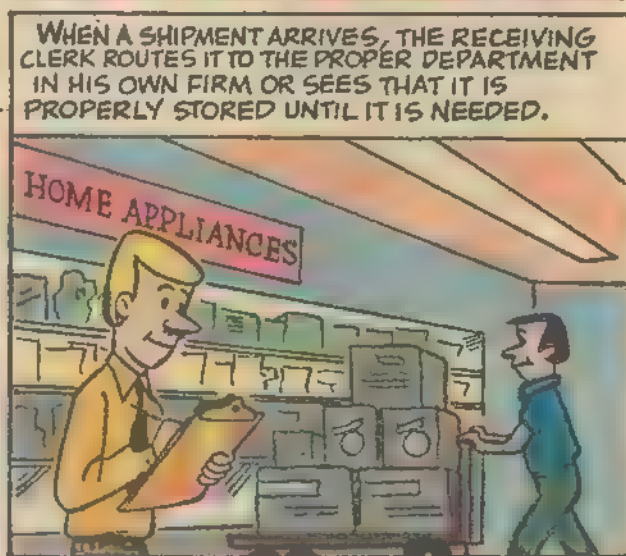
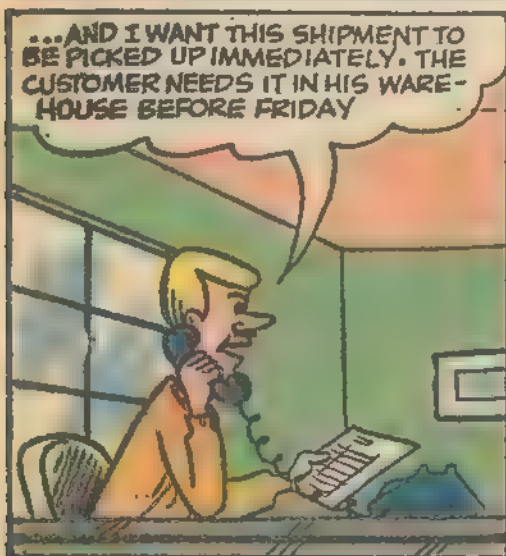
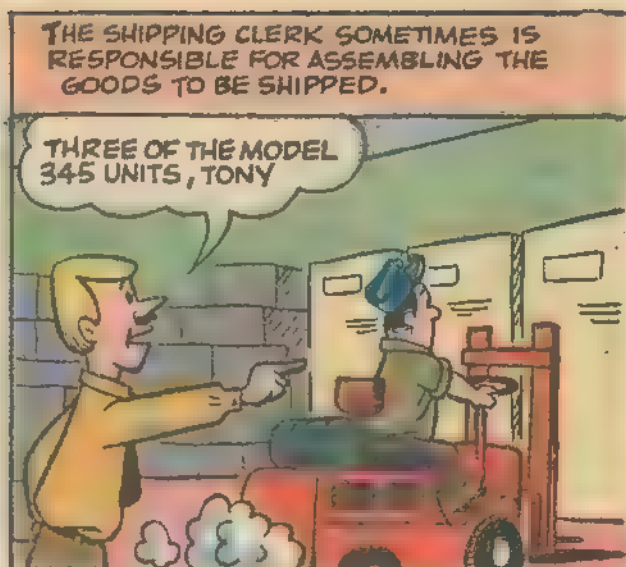
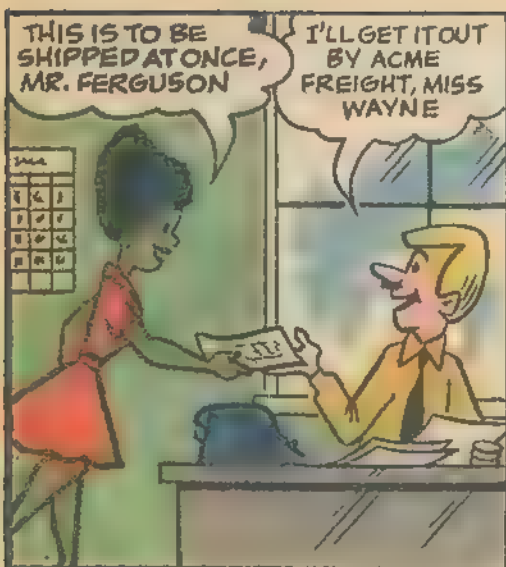


ONLY AFTER CHECKING THE SHIPMENT DOES THE RECEIVING CLERK GIVE THE DRIVER A RECEIPT FOR THE MATERIAL.



THE RECEIVING CLERK NOTES THE DATE AND TIME AND ANY OTHER IMPORTANT INFORMATION. HE ALSO MAKES SURE EVERYTHING IS STORED OR SHELVED PROPERLY.





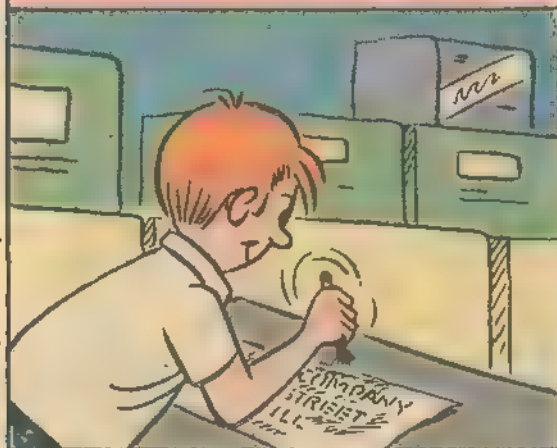
THE SHIPPING CLERK WORKS CLOSELY WITH THE STOCK CLERK OR STOCK CONTROL CLERK.



THE STOCK CLERK KEEPS RECORDS OF STOCK ON HAND, ORDERS TO BE FILLED, AND ALL OTHER IMPORTANT INFORMATION ABOUT THE MERCHANDISE HE IS RESPONSIBLE FOR.



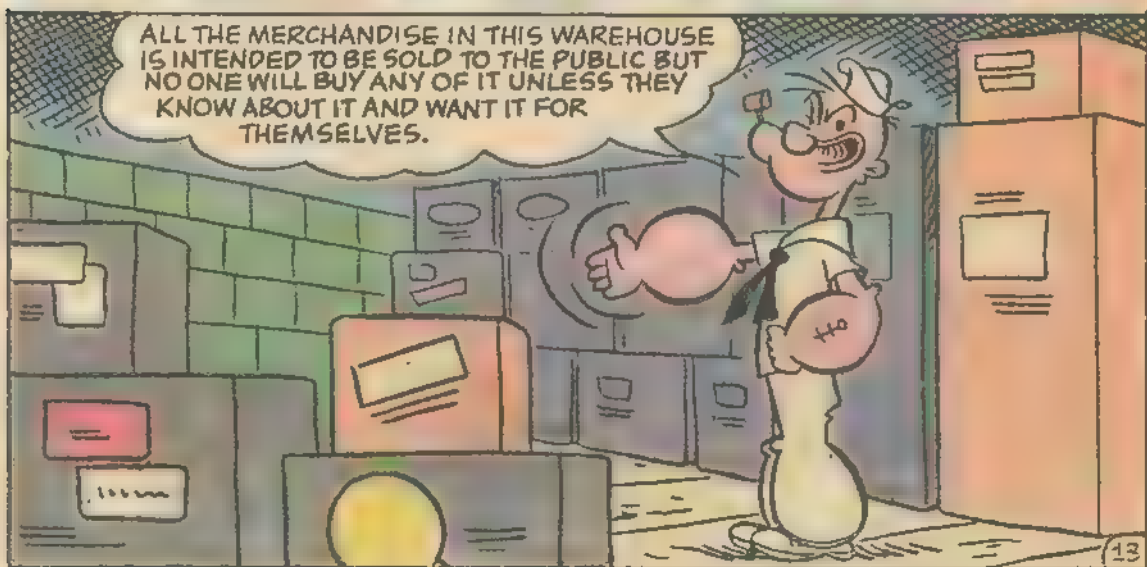
SHIPPING CLERK TRAINEES AND STOCK CLERK TRAINEES USUALLY PERFORM ROUTINE JOBS WHEN THEY BEGIN WORK.



SHIPPING AND RECEIVING CLERKS AND STOCK CLERKS USUALLY WORK REGULAR HOURS AND THE WORK IS NOT VERY TIRING OR DIFFICULT TO LEARN TO DO.



ALL THE MERCHANDISE IN THIS WAREHOUSE IS INTENDED TO BE SOLD TO THE PUBLIC BUT NO ONE WILL BUY ANY OF IT UNLESS THEY KNOW ABOUT IT AND WANT IT FOR THEMSELVES.



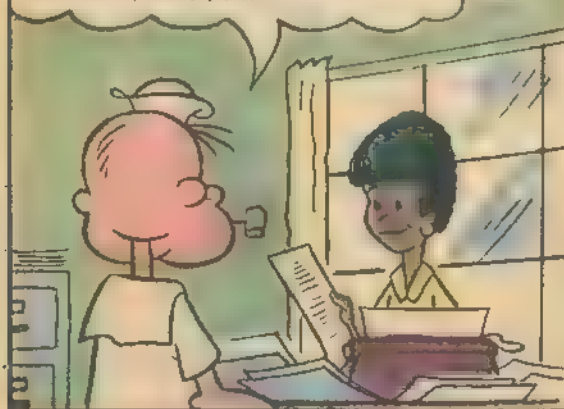


TELLING THE PUBLIC ABOUT THE MERCHANDISE A STORE HAS TO SELL IS THE JOB OF THE ADVERTISING COPYWRITER.

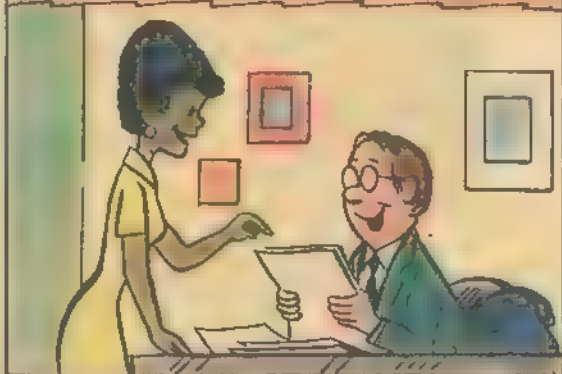
ADVERTISING OFFICE

ADVERTISE!

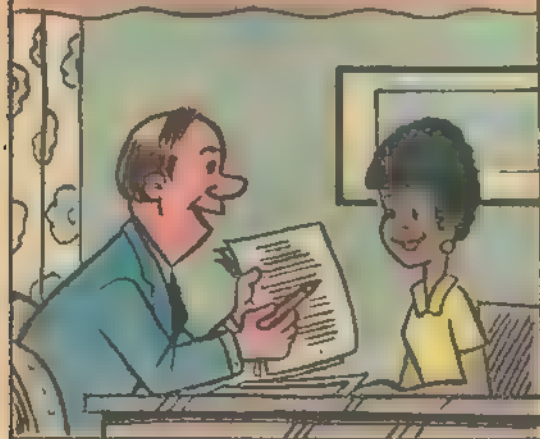
AN ADVERTISING COPYWRITER WRITES THE ADS AND COMMERCIAL MESSAGES THAT WILL TELL PEOPLE WHY THEY SHOULD WANT TO BUY THE PRODUCT BEING ADVERTISED.



SHE WILL WRITE THE COPY IN A SPECIAL WAY TO MAKE THE PRODUCT APPEAL TO THE CUSTOMER SHE IS TRYING TO SELL. DIFFERENT KINDS OF COPY WOULD BE NEEDED FOR NEWSPAPER ADS AND RADIO COMMERCIALS.



A COPYWRITER OFTEN WORKS CLOSELY WITH AN ACCOUNT EXECUTIVE OR UNDER THE SUPERVISION OF A COPY CHIEF.



THE ADVERTISING COPY TELLS CUSTOMERS ABOUT THE MERCHANDISE THAT THE STORE IS OFFERING FOR SALE.

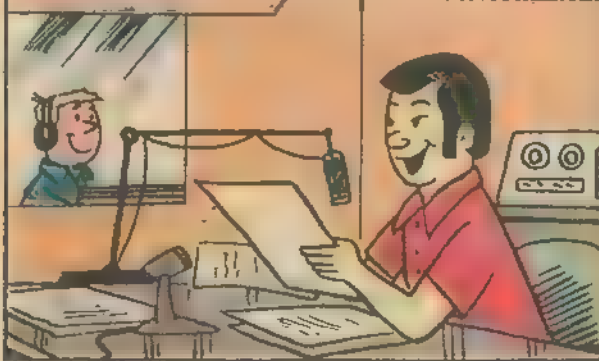




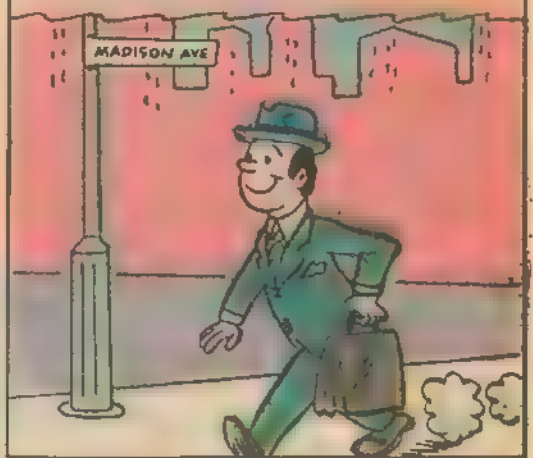
COPYWRITERS WORK IN ADVERTISING AGENCIES OR IN THE ADVERTISING DEPARTMENTS OF LARGE STORES AND COMPANIES. ADVERTISING MANAGERS USUALLY DIRECT THE COMPANY'S ADVERTISING PROGRAM.



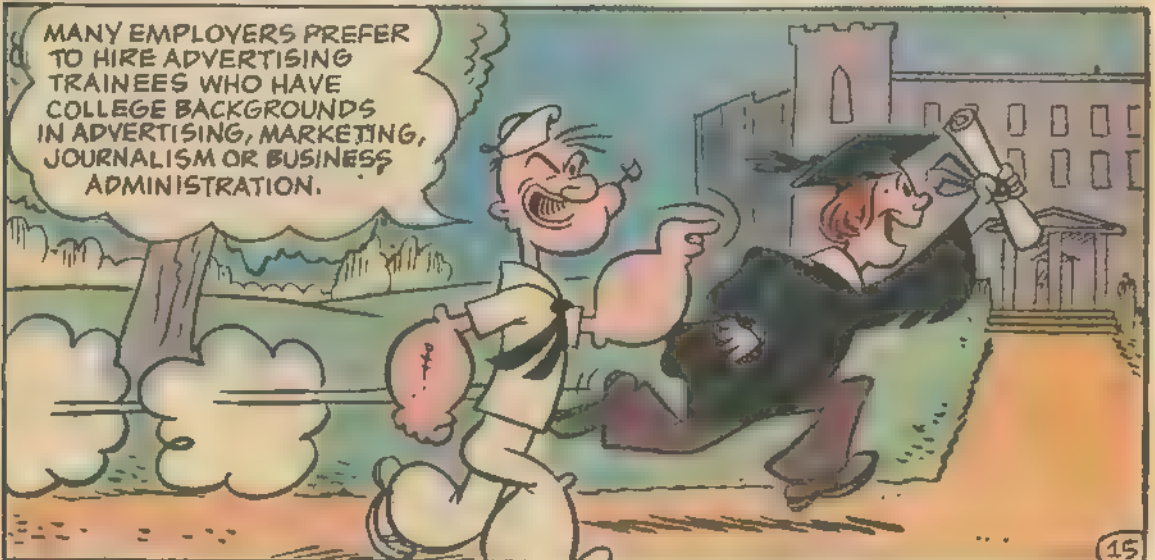
THE ADVERTISING MANAGER DECIDES WHAT KIND OF ADVERTISING THE PRODUCT WILL HAVE. HE HAS COPY PREPARED FOR NEWSPAPER ADVERTISEMENTS OR RADIO COMMERCIALS. IF THE ADVERTISING IS DONE BY AN AGENCY HE SELECTS THE ADVERTISING AGENCY TO BE USED.



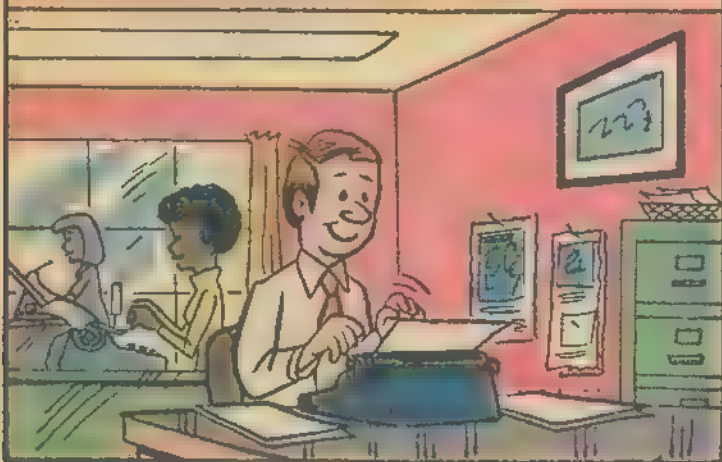
ABOUT 150,000 MEN AND WOMEN ARE EMPLOYED IN THIS EXCITING AND INTERESTING FIELD.



MANY EMPLOYERS PREFER TO HIRE ADVERTISING TRAINEES WHO HAVE COLLEGE BACKGROUNDS IN ADVERTISING, MARKETING, JOURNALISM OR BUSINESS ADMINISTRATION.



SOME SUCCESSFUL ADVERTISING PEOPLE HAVE BEGUN AS SALESMEN, ARTISTS, SCHOOL TEACHERS OR EVEN ENGINEERS.



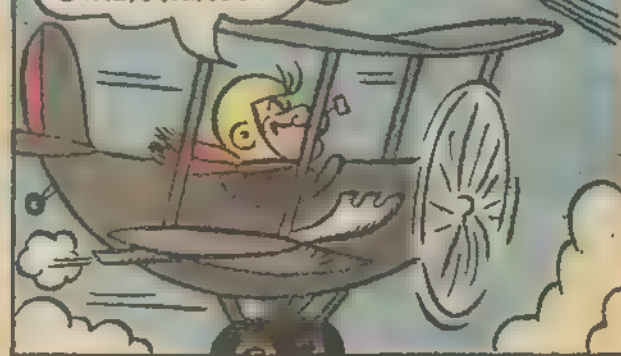
IF YOU WANT AN ADVERTISING CAREER, YOU SHOULD TRY TO WORK ON YOUR SCHOOL NEWSPAPER. WHEN YOU'RE OLDER, LOOK FOR SUMMER JOBS CONNECTED WITH MARKETING AND ADVERTISING.



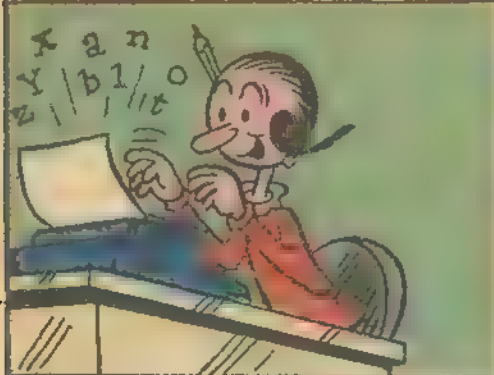
THE BUYER SELECTS AND ORDERS MERCHANDISE FROM MANUFACTURERS. HE TRIES TO STOCK THINGS HIS CUSTOMERS WILL WANT TO BUY.



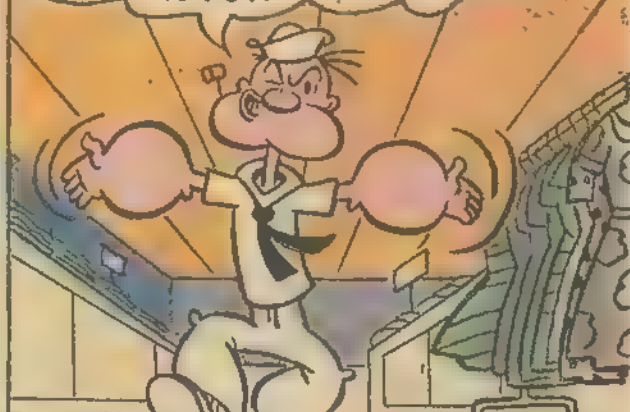
SOME BUYERS FOR VERY LARGE STORES MAY GO TO OTHER COUNTRIES TO PURCHASE MERCHANDISE. THEY MIGHT FLY TO PARIS, LONDON OR TOKYO FOR FASHIONS, ELECTRONIC GOODS OR OTHER THINGS.



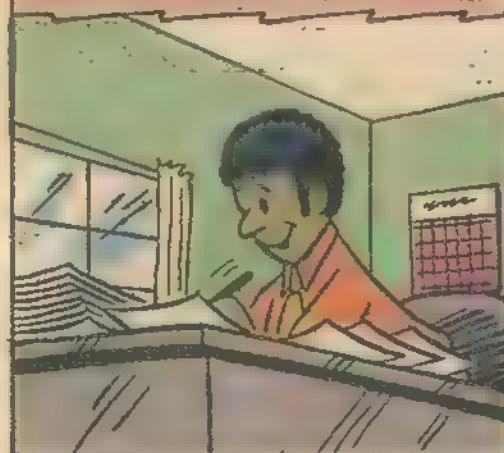
ADVERTISING COPYWRITERS DO VERY INTERESTING WORK AND USUALLY HAVE EXCELLENT WORKING CONDITIONS. PEOPLE WHO HAVE THESE JOBS FIND THEM VERY REWARDING.



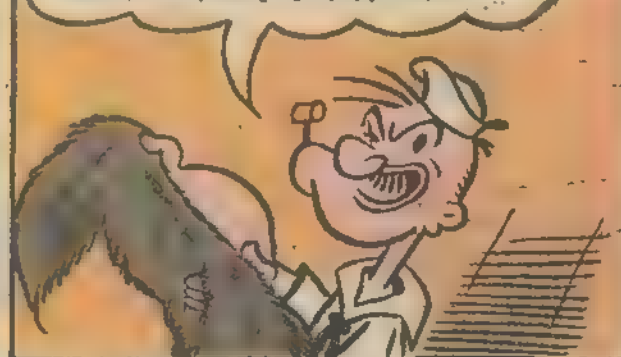
WHEN YOU GO TO A BIG STORE, YOU SEE ALL KINDS OF THINGS FOR SALE. USUALLY, THEY ARE EXACTLY WHAT PEOPLE NEED AND WILL WANT TO BUY.



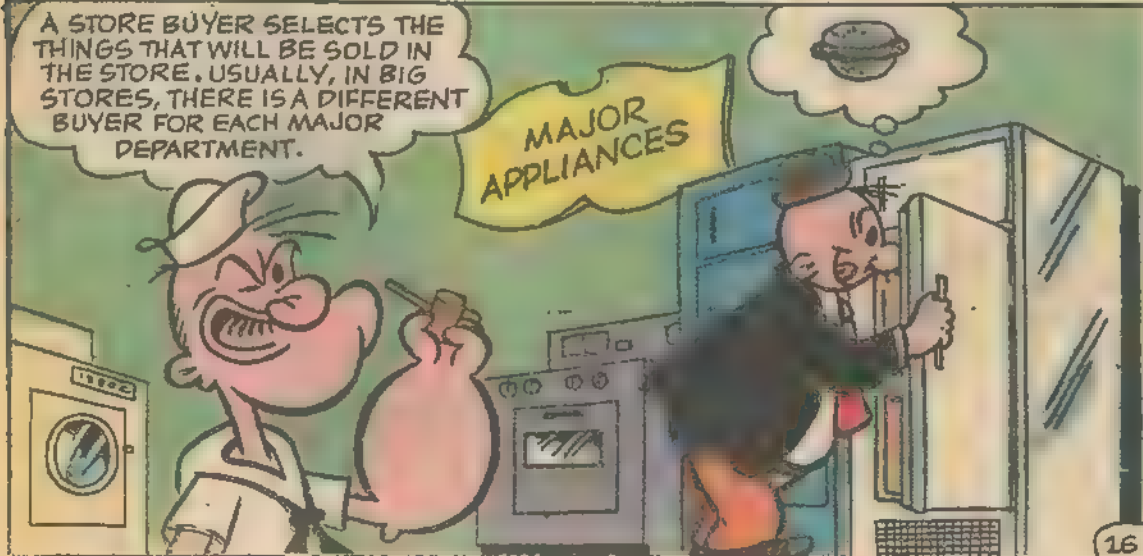
THE BUYER MUST O.K. PAYMENT FOR GOODS RECEIVED OR RETURN THEM TO THE SHIPPER IF THEY ARE NOT SATISFACTORY.



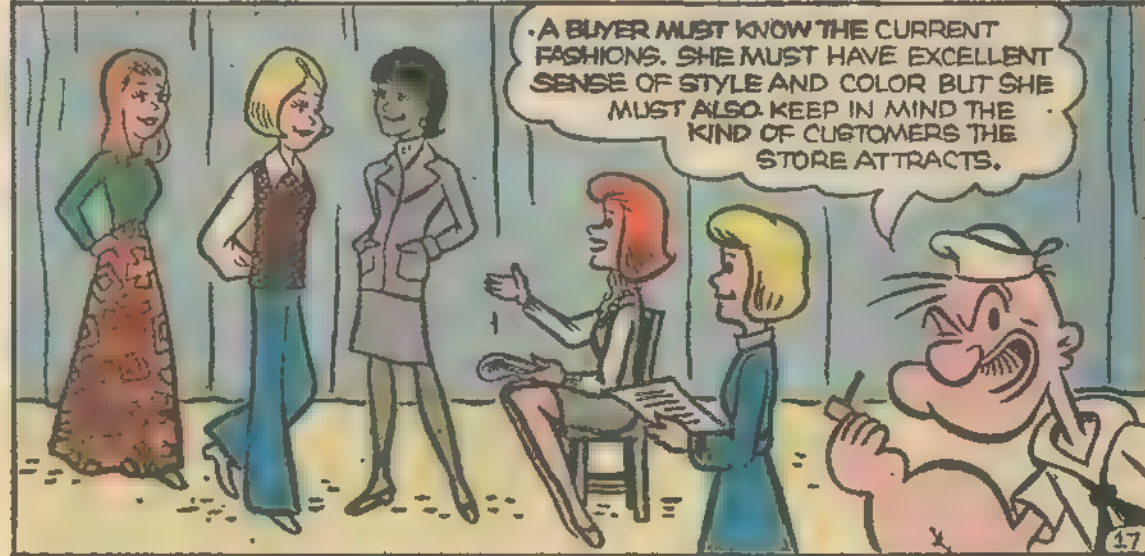
GOOD BUYERS ARE NECESSARY FOR THE SUCCESSFUL OPERATION OF LARGE STORES AND HAVE USUALLY HAD SOME COLLEGE TRAINING. SPECIAL KNOWLEDGE OF THINGS SUCH AS FURS, CLOTHING OR OTHER MERCHANDISE IS USUALLY LEARNED FROM ON-THE-JOB TRAINING.



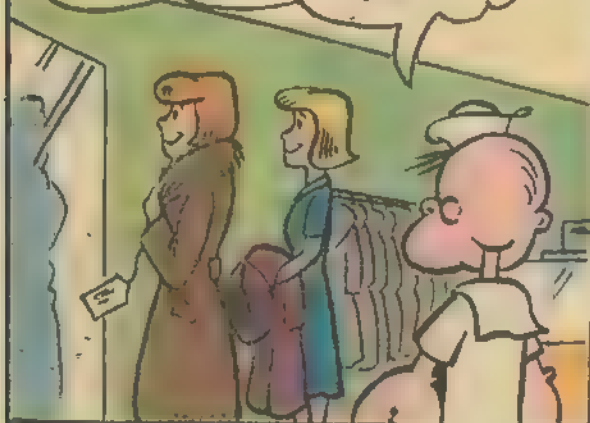
A STORE BUYER SELECTS THE THINGS THAT WILL BE SOLD IN THE STORE. USUALLY, IN BIG STORES, THERE IS A DIFFERENT BUYER FOR EACH MAJOR DEPARTMENT.



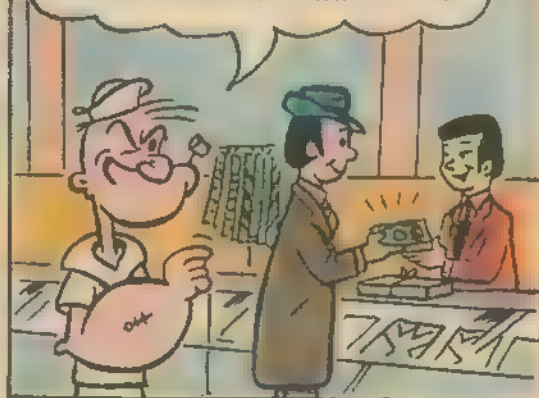
A BUYER MUST KNOW THE CURRENT FASHIONS. SHE MUST HAVE EXCELLENT SENSE OF STYLE AND COLOR BUT SHE MUST ALSO KEEP IN MIND THE KIND OF CUSTOMERS THE STORE ATTRACTS.



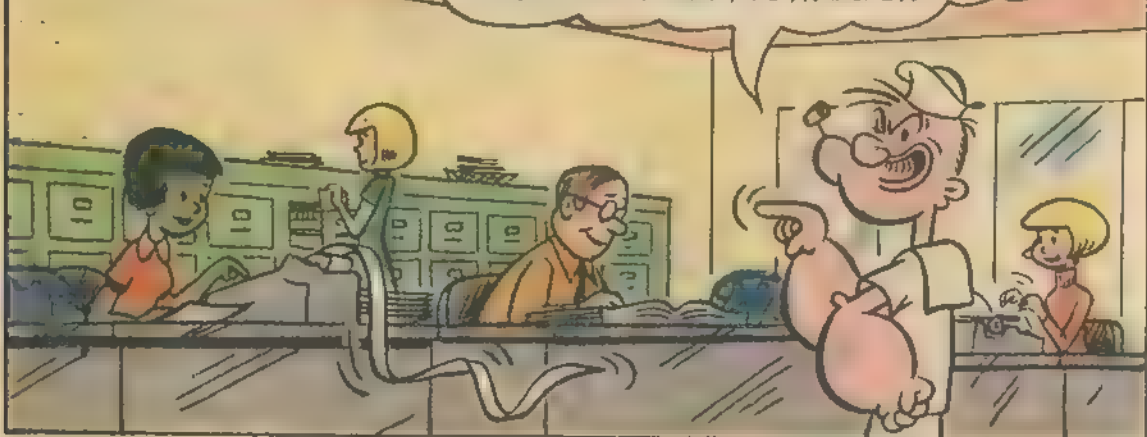
MOST BUYERS ARE PROMOTED FROM WITHIN THE DEPARTMENT. THEY USUALLY WORK AS SALES PEOPLE, THEN ARE GIVEN THE CHANCE TO TRAIN FOR A BUYER'S JOB.



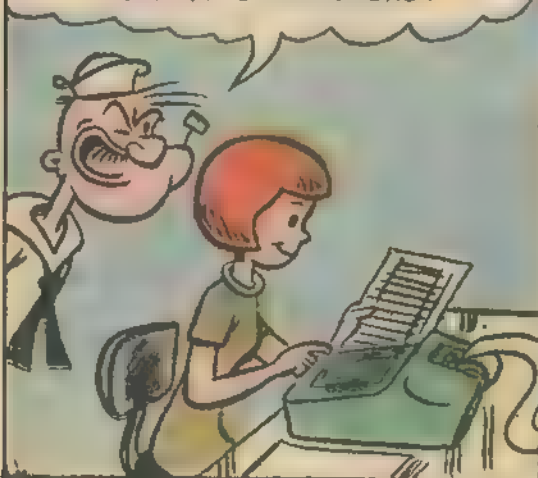
MOST PEOPLE THINK THIS IS ALL THE WORK THAT IS DONE IN A STORE; A CUSTOMER PICKS OUT SOMETHING AND A SALESMAN TAKES THE MONEY. YOU'VE ALREADY SEEN THE RECEIVING CLERK AND THE STOCK CLERK DOING THEIR JOBS.



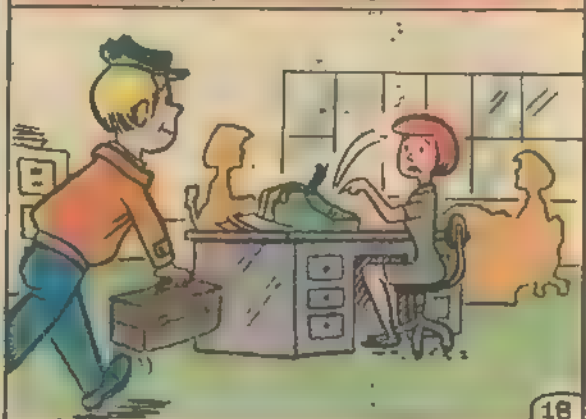
EVERY STORE HAS AN OFFICE WHERE THE RECORDS OF SALES PROFITS AND EXPENSES ARE KEPT AND STUDIED AND WHERE EMPLOYEES' SALARIES ARE MADE UP.



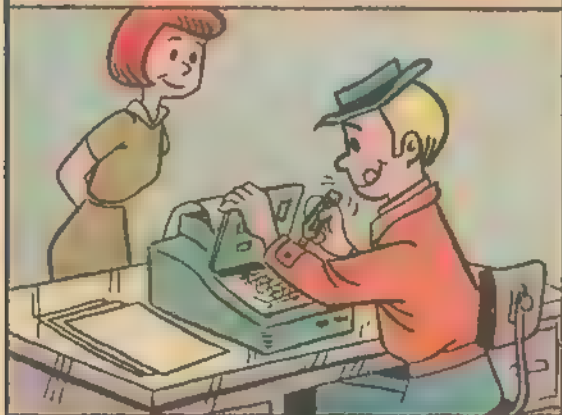
IN A DEPARTMENT STORE OFFICE, YOU WILL FIND TYPISTS, BILLING MACHINE OPERATORS AND BOOKKEEPERS.



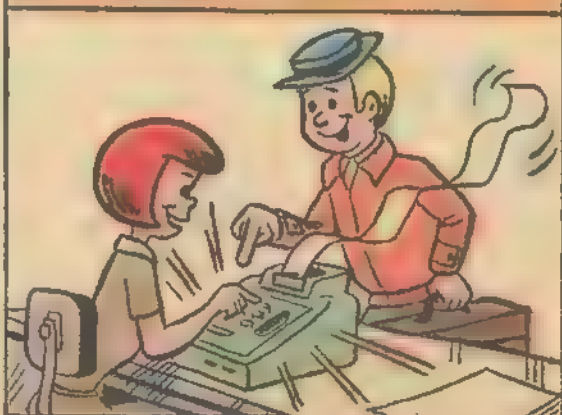
OFFICE MACHINE SERVICEMEN KEEP IN GOOD WORKING ORDER ALL THE MACHINES USED IN THE OFFICE. THEY USUALLY WORK ON THE MACHINES IN THE OFFICE WHERE THE EQUIPMENT IS USED.



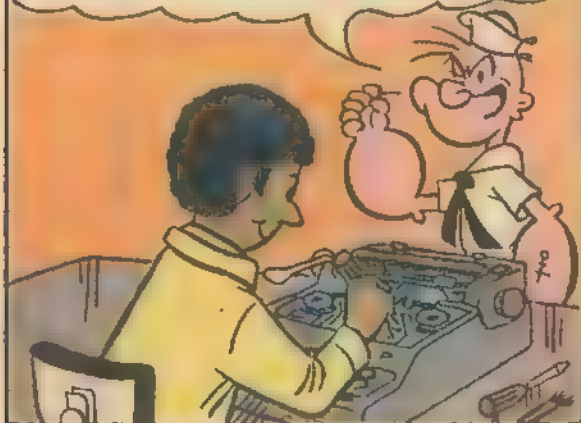
SERVICEMEN ARE OFTEN CALLED IN TO FIX OR CHECK A MACHINE THAT DOES NOT WORK RIGHT. THEY USUALLY ASK THE OPERATOR TO TELL THEM HOW THEY ARE USING THE MACHINE.



AFTER GETTING THE EQUIPMENT BACK TO GOOD WORKING ORDER, THE SERVICE-MAN MAY NEED TO SHOW THE OPERATOR HOW BEST TO USE IT SO IT DOES NOT BREAK DOWN AGAIN.



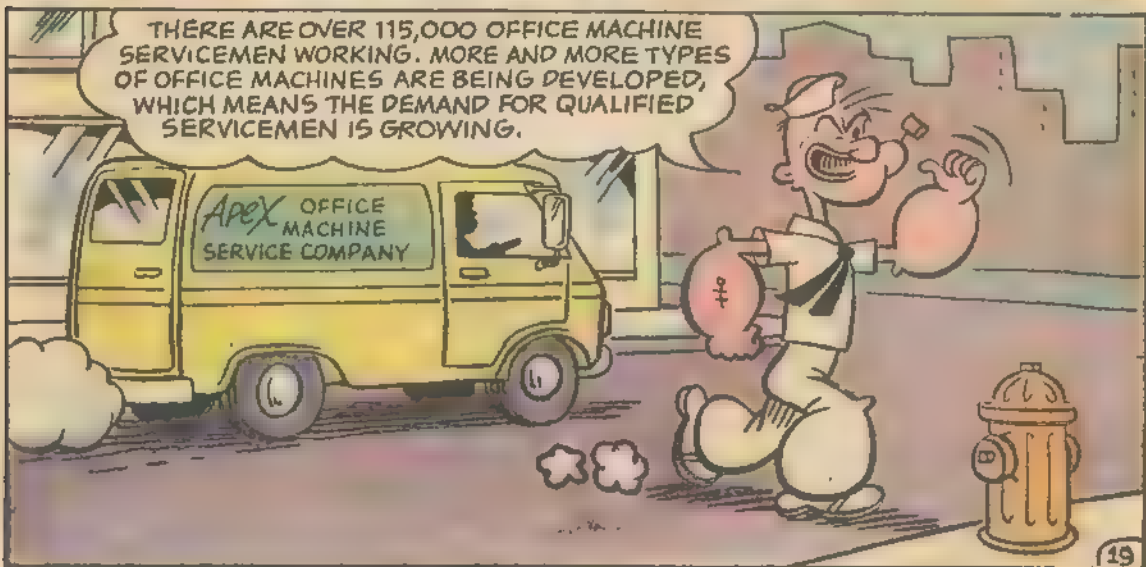
MOST COMPANIES HAVE SERVICEMEN INSPECT AND SERVICE OFFICE EQUIPMENT REGULARLY. COMPANIES PAY A YEARLY SERVICE CHARGE FOR EACH MACHINE.



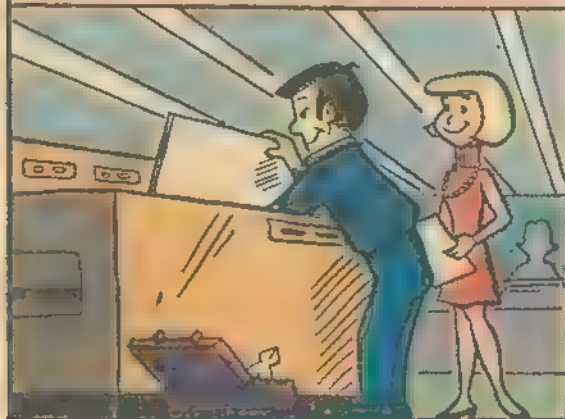
SERVICEMEN OFTEN SELL SERVICE CONTRACTS, SPECIAL PAPER, RIBBONS AND OTHER SUPPLIES FOR THE MACHINES THEY SERVICE.



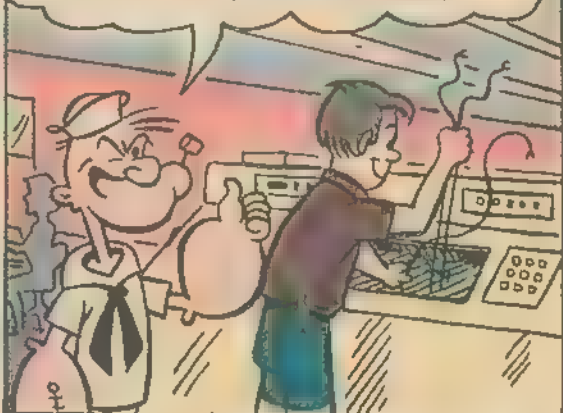
THERE ARE OVER 115,000 OFFICE MACHINE SERVICEMEN WORKING. MORE AND MORE TYPES OF OFFICE MACHINES ARE BEING DEVELOPED, WHICH MEANS THE DEMAND FOR QUALIFIED SERVICEMEN IS GROWING.



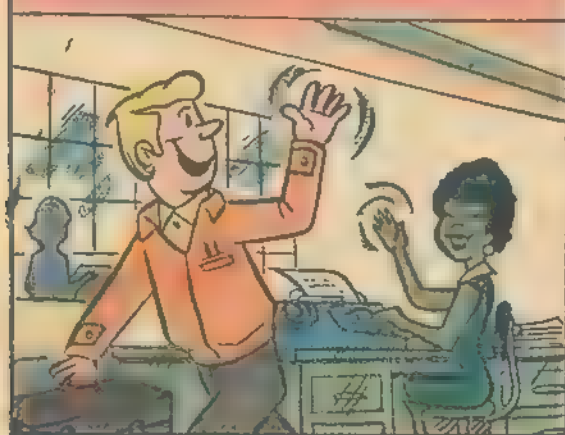
SERVICING OFFICE MACHINES IS INTERESTING WORK. NO TWO JOBS ARE EXACTLY THE SAME. MAINTAINING AND FIXING THIS EQUIPMENT IS CLEANER, LIGHTER WORK THAN MOST MECHANICAL TRADE JOBS.



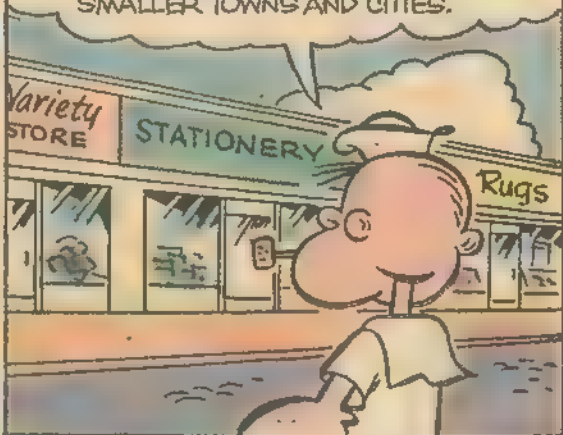
OFFICE MACHINE SERVICEMEN ENJOY THEIR WORK. MANY OF THEM GOT THEIR TRAINING IN TRADE SCHOOLS. OTHERS MAY HAVE LEARNED THEIR SKILLS WHILE IN THE ARMY OR NAVY.



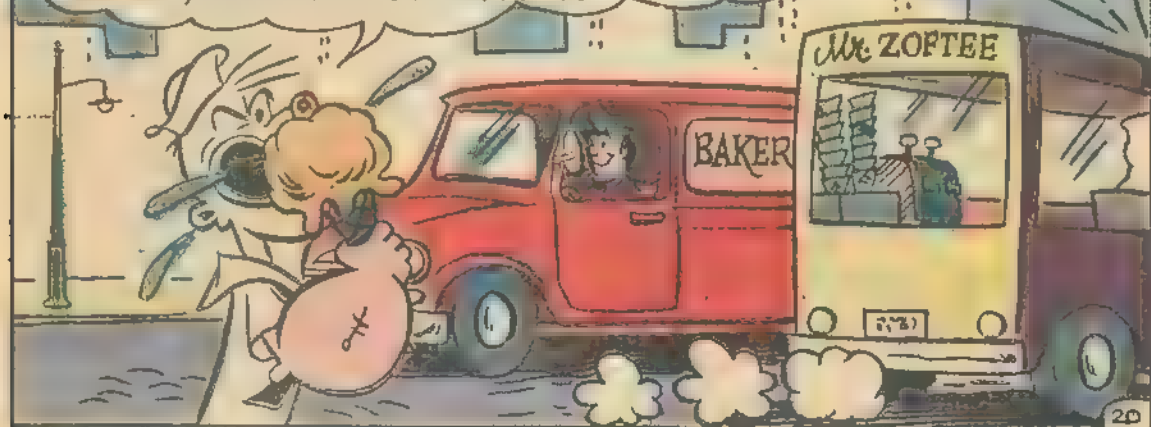
MOST SERVICEMEN RECEIVE ON-THE-JOB TRAINING AT LOWER SALARIES. AS THEY BECOME SKILLED IN THEIR WORK THEIR PAY IS INCREASED.

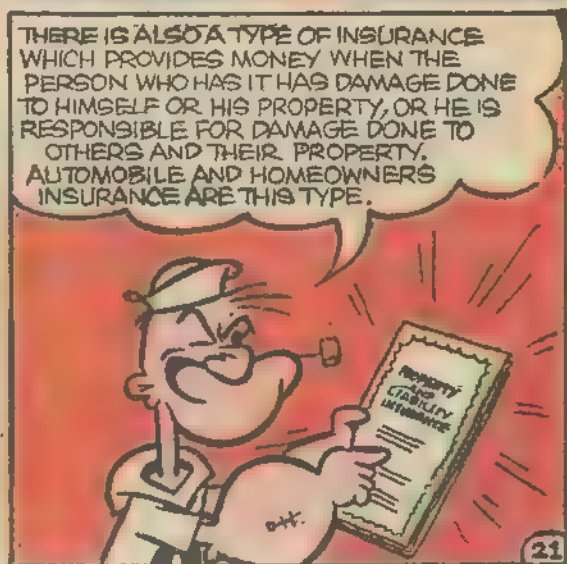
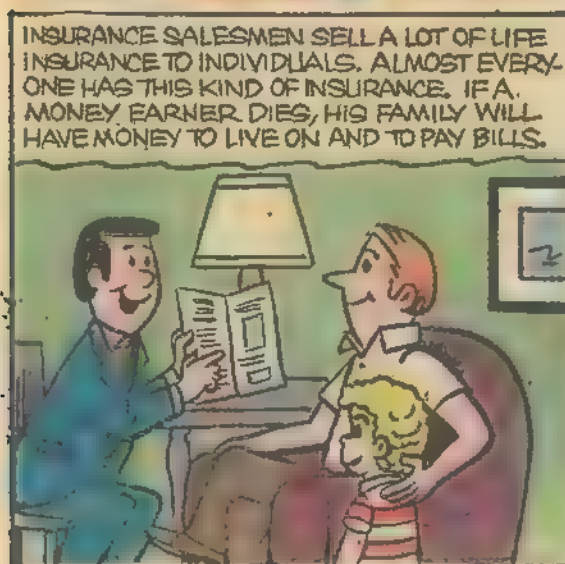
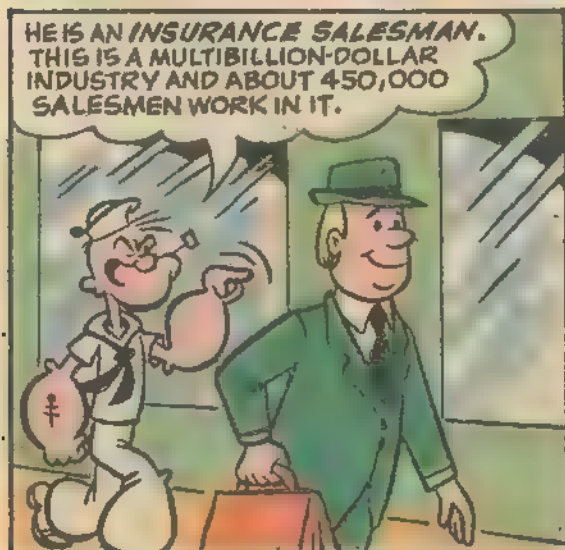
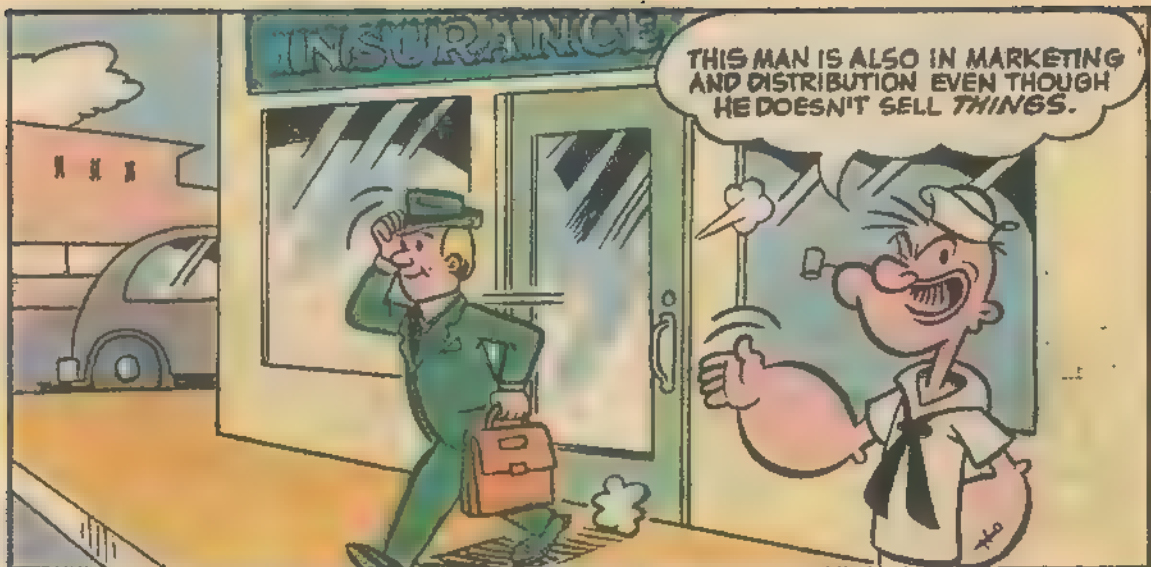


MARKETING AND DISTRIBUTION CAREERS ARE PLENTIFUL IN LARGE STORES IN BIG CITIES BUT THERE ARE ALSO JOBS IN THE MANY DIFFERENT KINDS OF STORES IN SMALLER TOWNS AND CITIES.



THE BREAD-TRUCK DRIVER IS ALSO A SALESMAN AND SO IS THE ICE CREAM MAN WHO DRIVES HIS WAGON PAST YOUR HOUSE RINGING HIS BELL SO YOU'LL KNOW HE'S THERE. MANY OF THESE SALESMEN WORK ON COMMISSIONS; THE MORE THEY SELL, THE MORE MONEY THEY MAKE.

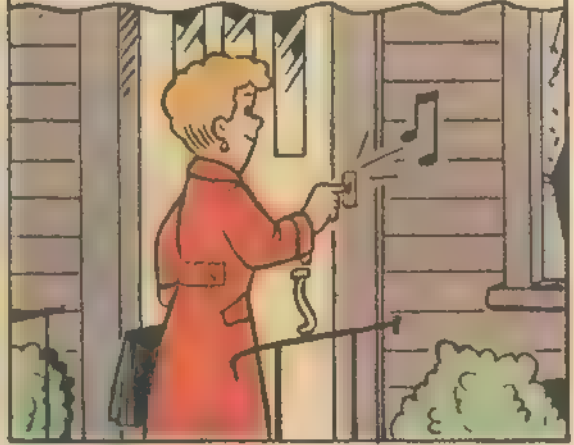




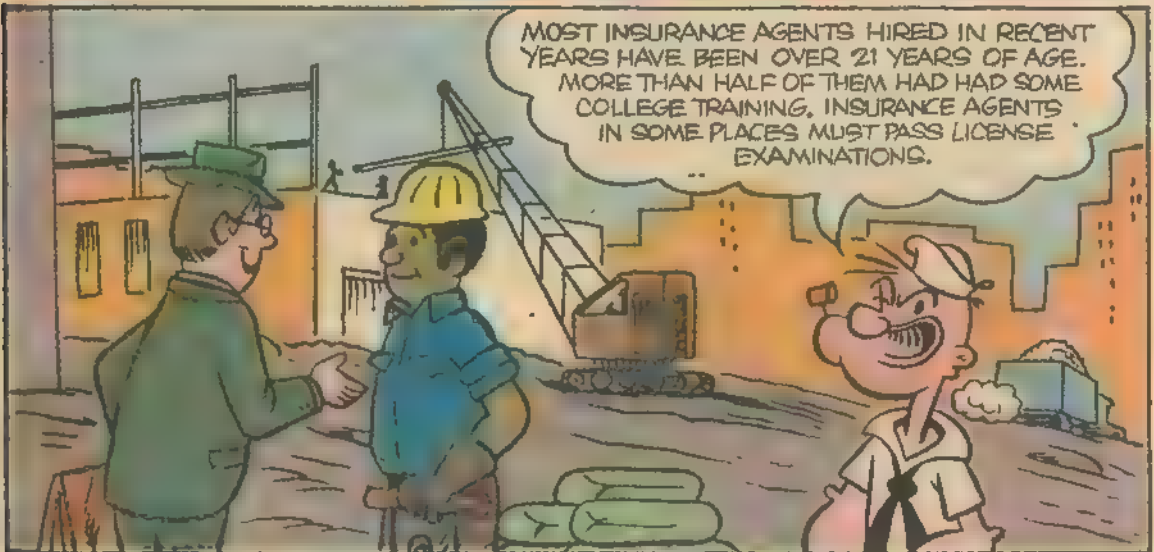
AN INSURANCE AGENT HELPS A MONEY EARNER PLAN THE RIGHT AMOUNT OF INSURANCE TO BUY, ALSO, HE MAY HELP A POLICYHOLDER GET THE MONEY OWED TO HIM BECAUSE OF THE DAMAGES HE CLAIMED.



BOTH MEN AND WOMEN SELL INSURANCE. THERE ARE MANY ADDITIONAL MEN AND WOMEN WHO SELL INSURANCE ON A PART-TIME BASIS.



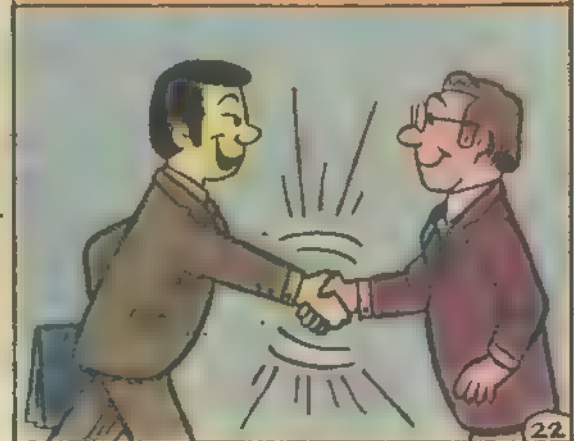
MOST INSURANCE AGENTS HIRED IN RECENT YEARS HAVE BEEN OVER 21 YEARS OF AGE. MORE THAN HALF OF THEM HAD SOME COLLEGE TRAINING. INSURANCE AGENTS IN SOME PLACES MUST PASS LICENSE EXAMINATIONS.



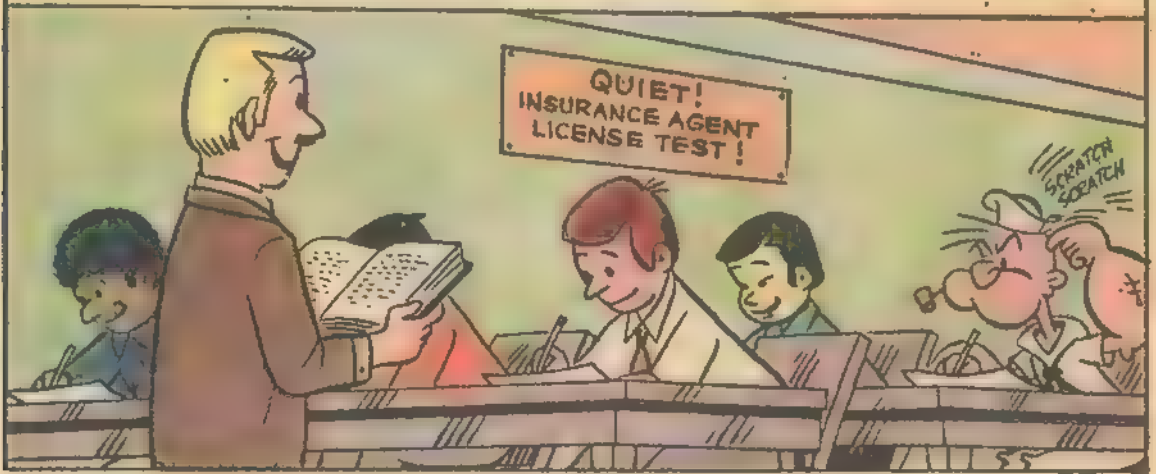
COURSES IN MONEY MANAGEMENT AND BUSINESS LAW ARE HELPFUL TO A BEGINNING AGENT.



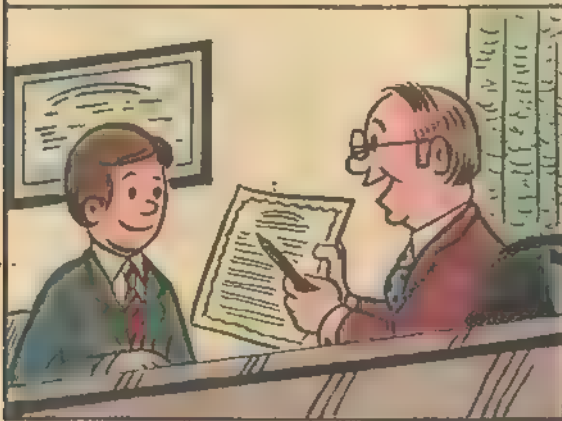
INSURANCE AGENTS NEED TO BE CHEERFUL, SELF-CONFIDENT, AND VERY INTERESTED IN THEIR WORK TO BE SUCCESSFUL.



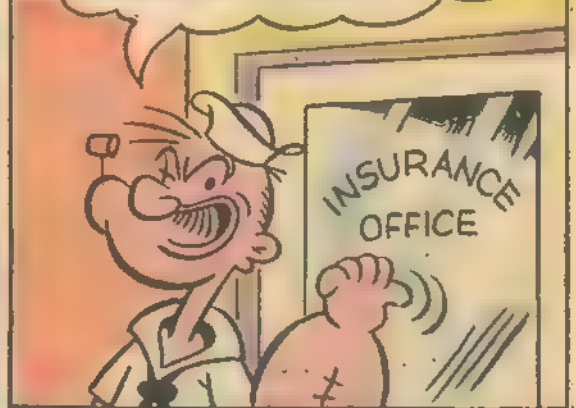
IN MOST PLACES, INSURANCE AGENT LICENSES ARE GIVEN ONLY TO THOSE WHO PASS A WRITTEN EXAMINATION.



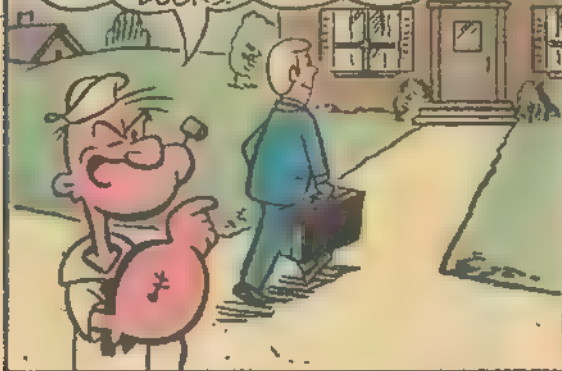
BEFORE NEW AGENTS ARE PERMITTED TO SELL, THEY RECEIVE TRAINING AT THE HOME OFFICE OR AT AN AGENCY OFFICE.



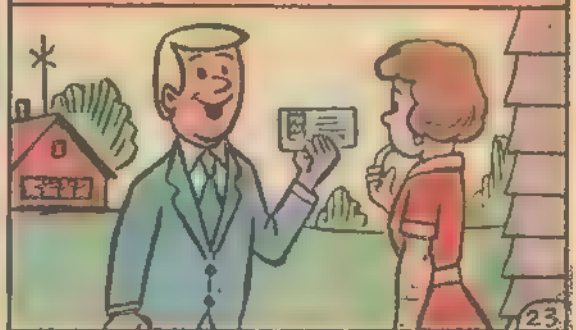
THERE ARE ABOUT 16,000 JOB OPENINGS A YEAR IN THE INSURANCE-AGENT FIELD. FOR PEOPLE WHO ENJOY THIS CHALLENGING FIELD, IT OFFERS A HIGHLY REWARDING CAREER.



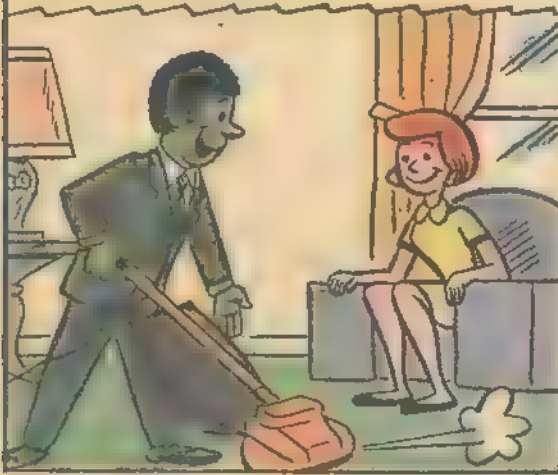
THIS GENTLEMAN IS A **HOUSE-TO-HOUSE SALESMAN**. HE WORKS FOR A COMPANY WHICH DOES NOT HAVE STORES OR SALES PEOPLE WORKING IN SALES-ROOMS. HE MAY BE SELLING MOPS AND BROOMS, POTS AND PANS, OR SETS OF BOOKS.



A GOOD HOUSE-TO-HOUSE SALESMAN WILL BE NEATLY DRESSED AND GROOMED. HE WILL SHOW AND TELL AT ONCE WHAT COMPANY HE WORKS FOR. THE PRODUCT HE IS SELLING IS USUALLY NEEDED IN MOST HOMES. THESE SALES PEOPLE OFTEN MAKE VERY GOOD SALARIES.



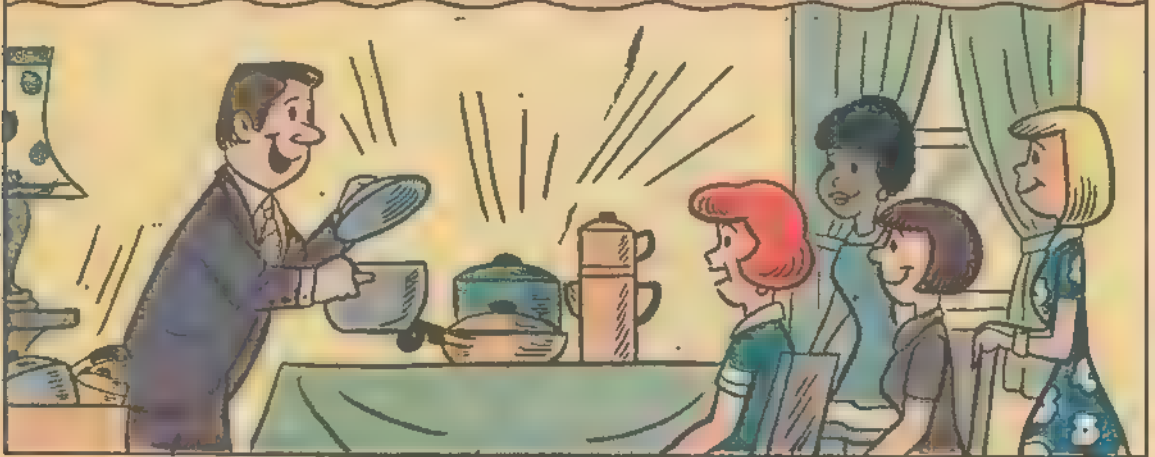
IF THE PRODUCT BEING OFFERED FOR SALE IS A GOOD ONE PEOPLE ARE WILLING TO BUY IT.



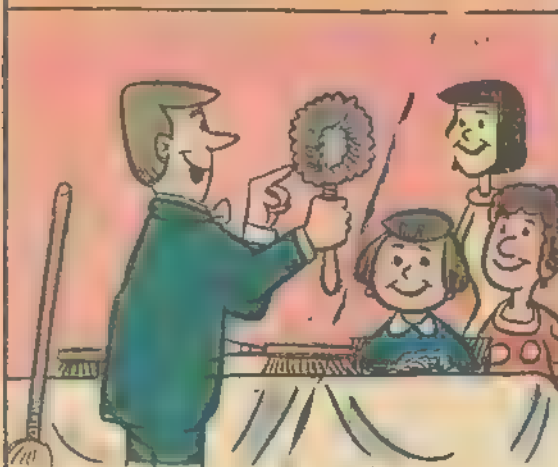
SUCCESSFUL DOOR-TO-DOOR SALESMEN KNOW THEIR PRODUCT SO WELL THAT THEIR CUSTOMER IS PERSUADED TO BUY IT. THEY ARRANGE FOR THE PURCHASE TO BE PAID FOR OVER A PERIOD OF WEEKS, MONTHS, EVEN YEARS.



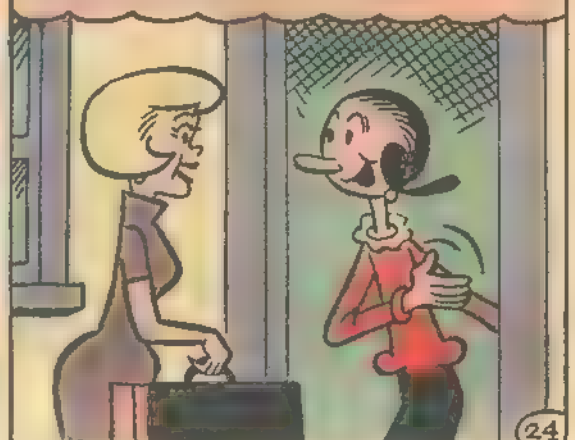
VERY OFTEN, CUSTOMERS ARE WILLING TO PAY MORE FOR ITEMS OF EXCELLENT QUALITY. HERE, A COOKWARE SALESMAN IS SHOWING HIS WARES AT A PARTY OF PEOPLE WHO ARE FRIENDS AND NEIGHBORS OF THE HOSTESS WHO LIVES IN THIS HOUSE.



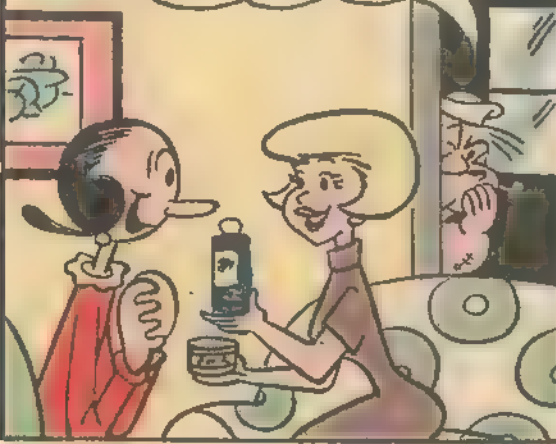
A FAMOUS LINE OF BRUSHES AND HOUSE-HOLD ITEMS WAS SOLD VERY SUCCESSFULLY IN THIS MANNER.



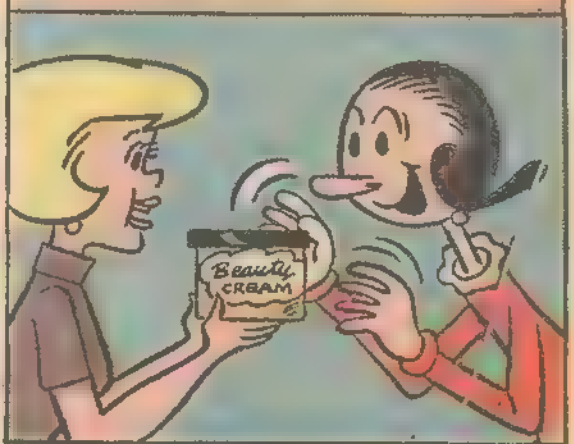
ONE OF THE MOST SUCCESSFUL DOOR-TO-DOOR OPERATIONS IS IN THE LADIES' COSMETICS FIELD. THE SALESPeOPLE IN THIS AREA ARE USUALLY WOMEN.



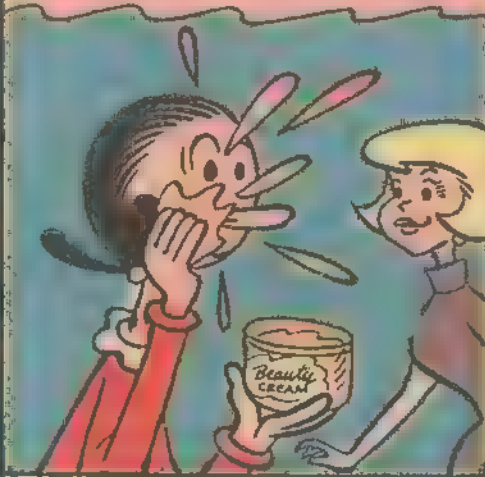
NOTHING IN THIS LADY'S STOCK OF COSMETICS CAN HELP OLIVE OYL LOOK PRETTIER!



HOUSE-TO-HOUSE SALESMEN ARE USUALLY EXPERT IN THE USE OF THE PRODUCTS THEY SELL. THEY CAN ADVISE A CUSTOMER HOW BEST TO USE THE GOODS THEY CARRY.



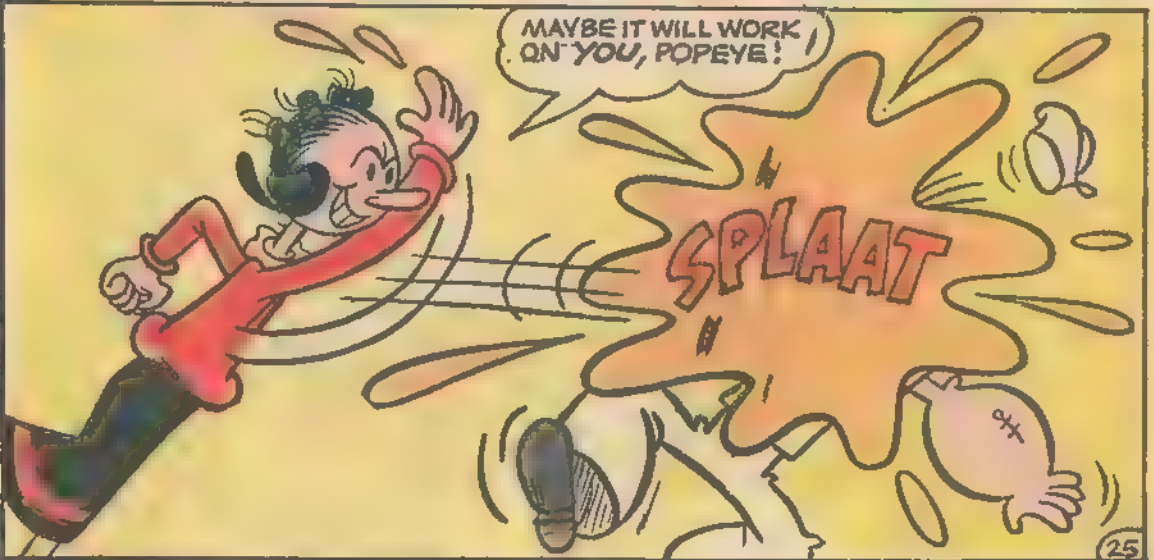
SOME PEOPLE ARE MORE DIFFICULT TO HELP THAN OTHERS, HOWEVER.



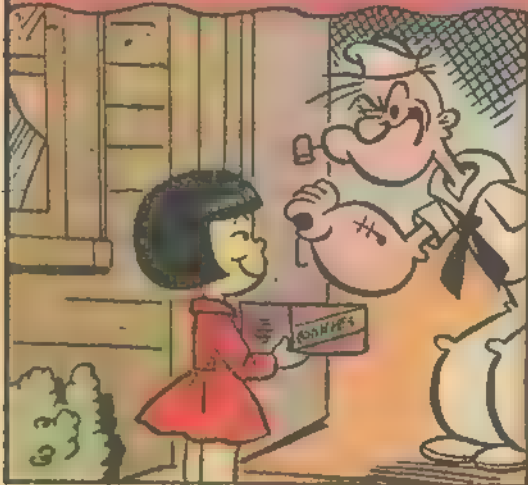
I CAN'T WAIT TO SEE HOW BEAUTIFUL I'LL BE WHEN I WIPE IT ALL OFF!



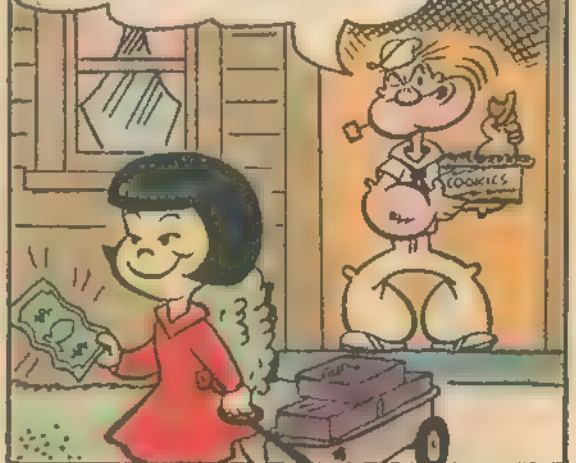
MAYBE IT WILL WORK ON YOU, POPEYE!



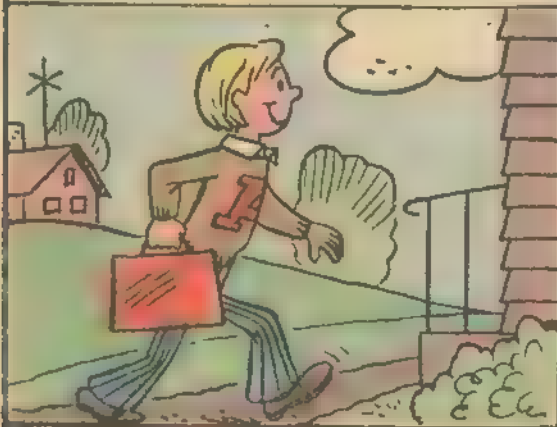
NOT ALL HOUSE-TO-HOUSE SALESMEN ARE GROWN-UPS.



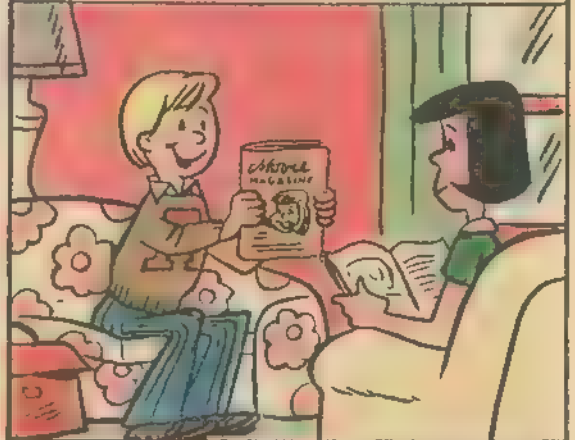
SOMETIMES THE DOOR-TO-DOOR SALESMEN ARE LITTLE GIRLS SELLING VERY DELICIOUS COOKIES.



FOR YEARS, COLLEGE STUDENTS HAVE BEEN EARNING MONEY TO HELP PAY FOR THEIR EDUCATION AND LIVING EXPENSES BY SELLING MAGAZINES.



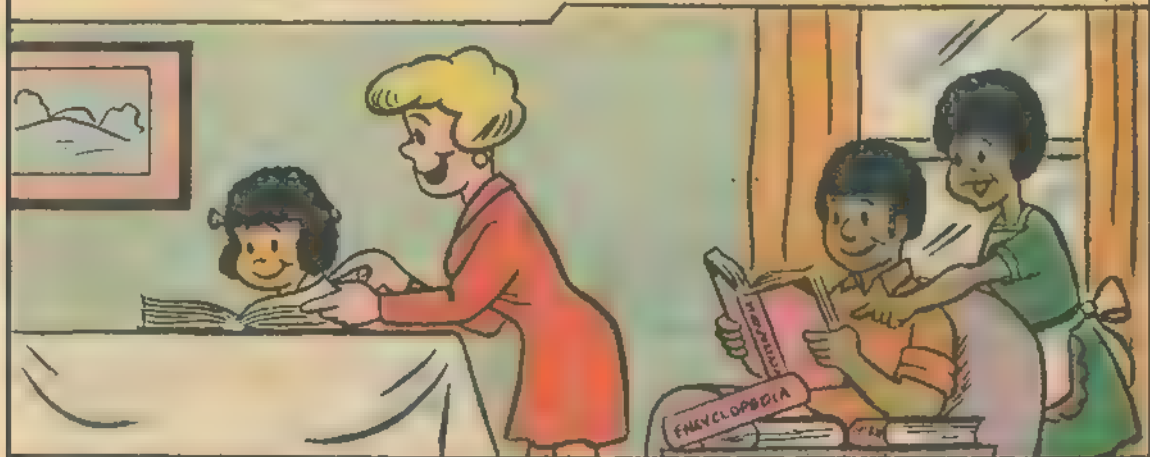
HOUSE-TO-HOUSE SELLING IS EXCELLENT TRAINING AND PREPARATION FOR A GREAT MANY WELL-PAYING CAREERS THAT INVOLVE DEALING WITH PEOPLE.



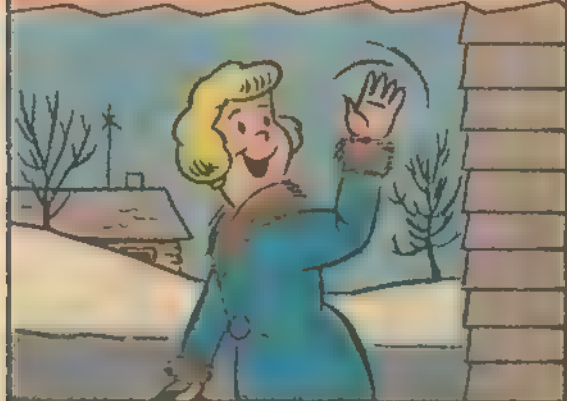
HOUSE-TO-HOUSE SALESMEN WRITE ORDERS, ACCEPT MONEY, AND OFTEN DELIVER GOODS THEIR CUSTOMERS PURCHASED DIRECTLY TO THEIR HOMES.



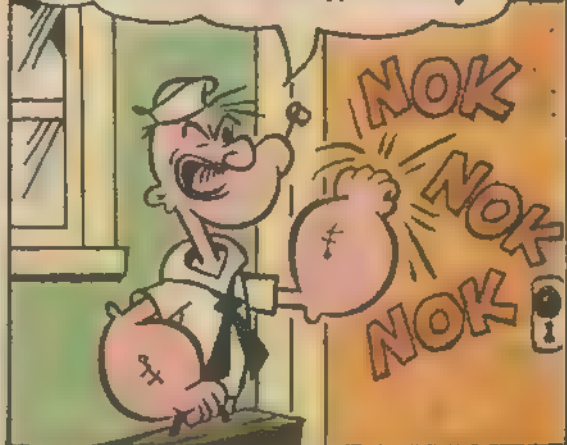
COMPANIES HIRING HOUSE-TO-HOUSE SALESPEOPLE LOOK FOR INTELLIGENT, WELL-SPOKEN PEOPLE WITH LOTS OF ENERGY. SUCH SALESPEOPLE MAY MAKE AN EXCELLENT INCOME.



THE WORK IS USUALLY PLEASANT AND SATISFYING. HOWEVER, A HOUSE-TO-HOUSE SALESMAN MUST BE PREPARED FOR A CERTAIN AMOUNT OF REFUSALS FROM PEOPLE WHO ARE NOT INTERESTED.



THIS IS WHERE BRUTUS LIVES. I WILL SELL HIM SOME SHAVING CREAM AND RAZOR BLADES. ARFARF!

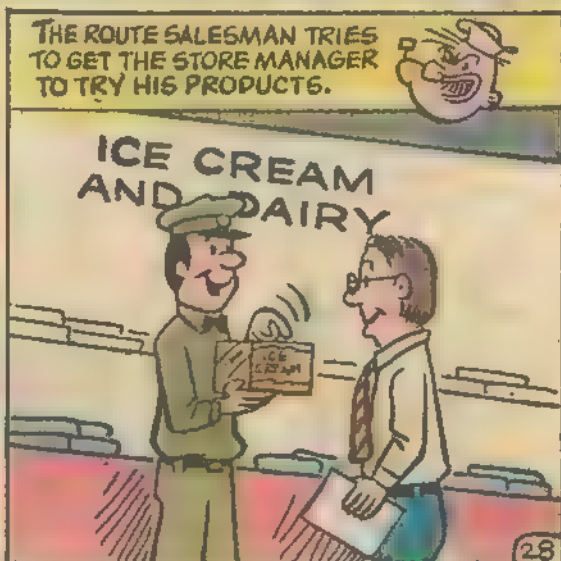
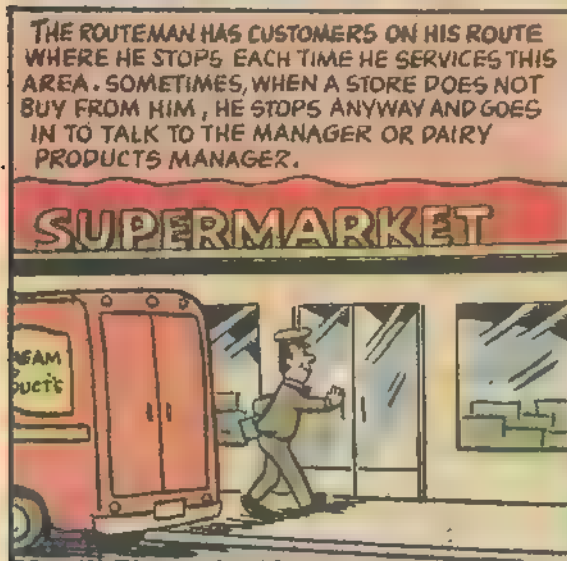
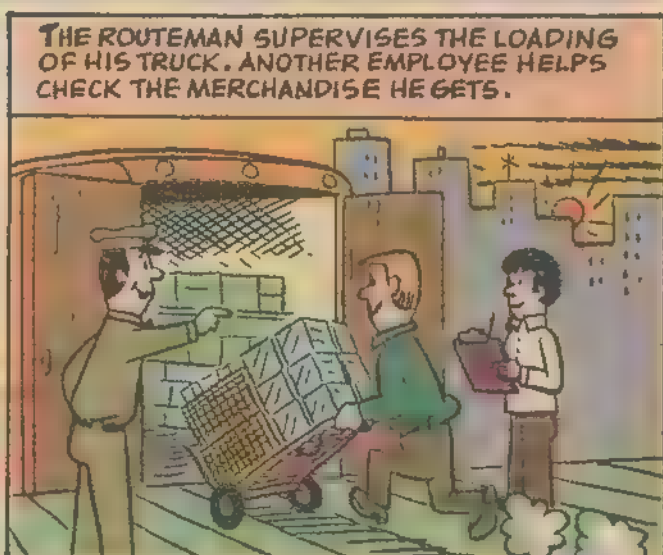
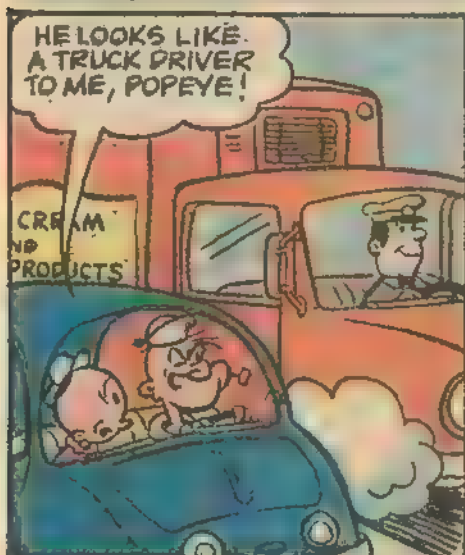
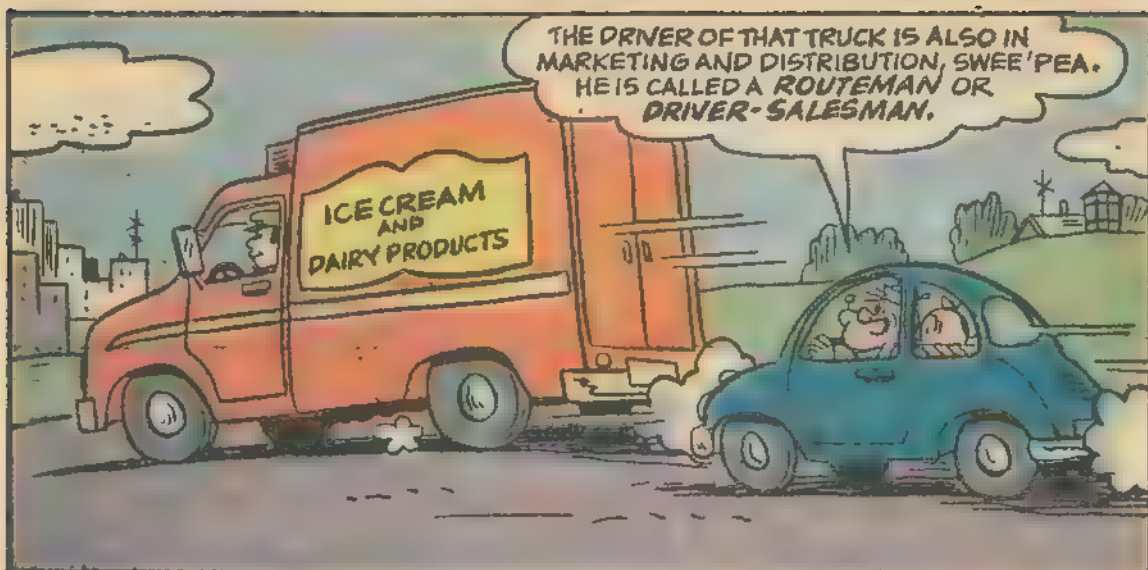


NO!

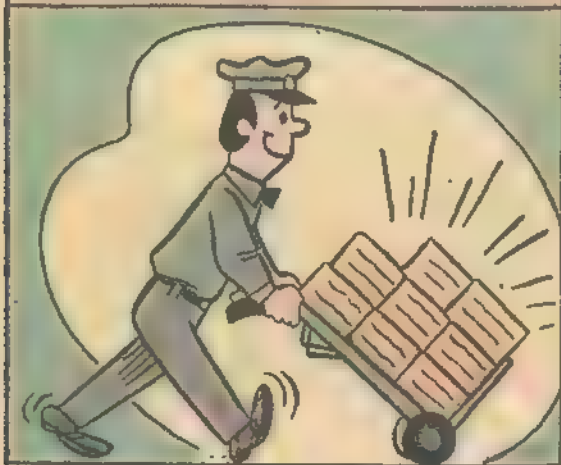
YOU CAN'T WIN THEM ALL!



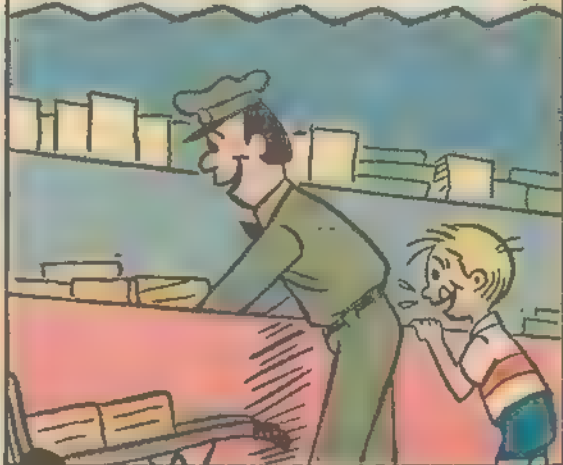
...HOUSE-TO-HOUSE SALESMEN LEARN TO ACCEPT REFUSALS AS SOMETHING TO BE EXPECTED.



AFTER GETTING THE ORDER, THE ROUTE SALESMAN FILLS IT FROM THE STOCK ON HIS TRUCK AND MAKES THE DELIVERY.



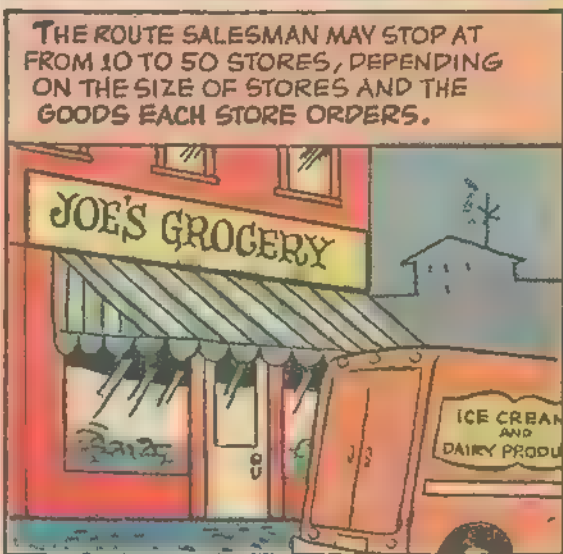
IN SOME CASES, THE ROUTE SALESMAN ARRANGES THE GOODS HIMSELF, MAKING IT AS APPEALING AS POSSIBLE.



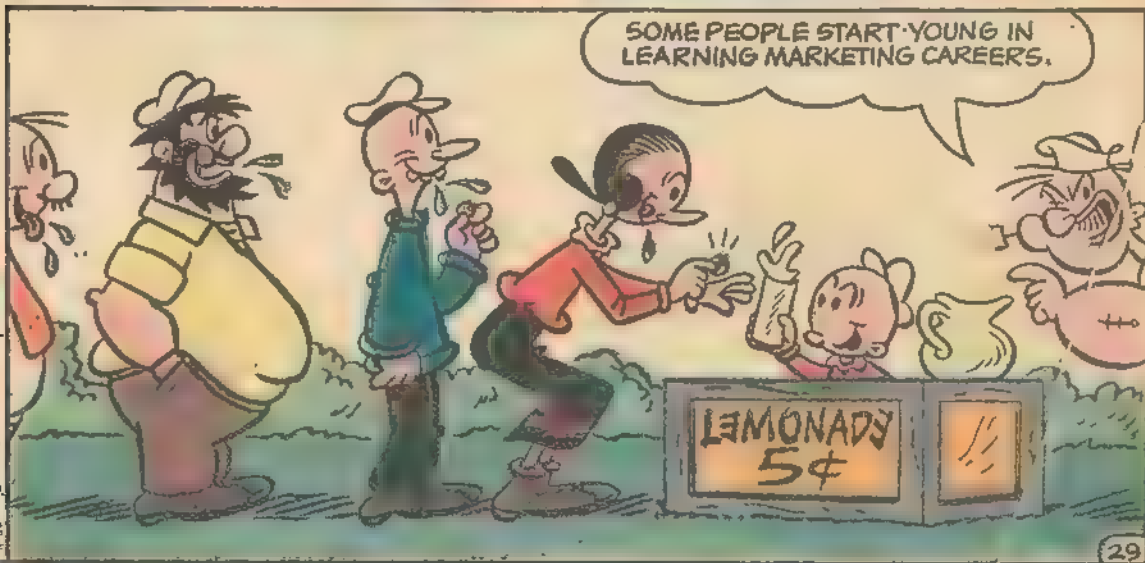
HE ACCEPTS PAYMENTS AND KEEPS RECORDS OF EACH TRANSACTION.



THE ROUTE SALESMAN MAY STOP AT FROM 10 TO 50 STORES, DEPENDING ON THE SIZE OF STORES AND THE GOODS EACH STORE ORDERS.



SOME PEOPLE START YOUNG IN LEARNING MARKETING CAREERS.



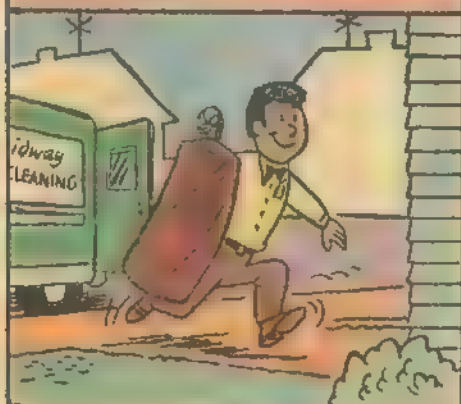
DRY-CLEANER ROUTE SALESMEN LOAD UP AT THE DRY CLEANING PLANT IN THE MORNING. THEY DRIVE TRUCKS EQUIPPED WITH CARRYING RACKS.



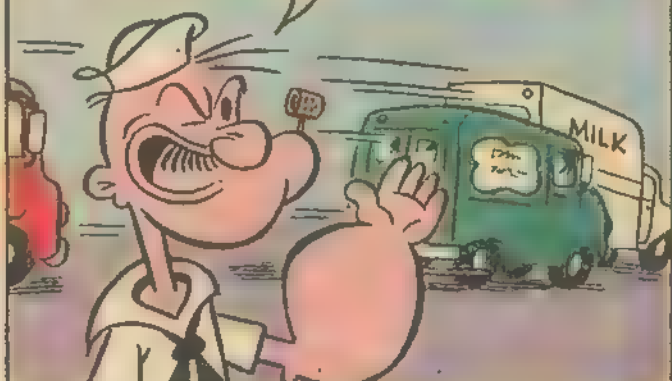
THE DRY-CLEANER ROUTE SALESMAN DELIVERS THE CLEANED CLOTHING TO PRIVATE HOMES OR BUSINESSES...



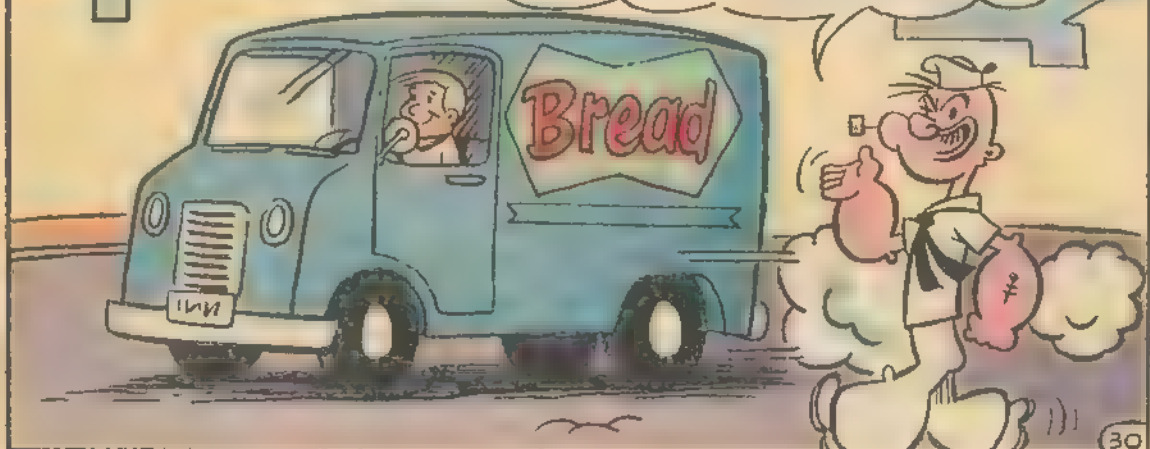
...AND PICKS UP SOILED CLOTHING AND LAUNDRY. HE MUST MAKE NOTE OF COMPLAINTS AND DEAL WITH HIS CUSTOMERS PATIENTLY AND WITH GOOD HUMOR.



THERE ARE OVER 235,000 ROUTE SALESMEN WORKING IN DIFFERENT DELIVERY BUSINESSES. WORKING DIRECTLY WITH CUSTOMERS IS ALWAYS INTERESTING AND REWARDING IN MANY WAYS.

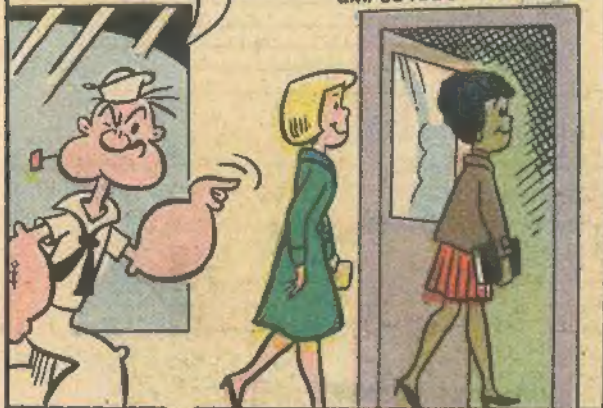


SOME EMPLOYERS HIRE YOUNG ROUTEMEN. IN MANY CASES, ROUTEMEN NEED SOME MECHANICAL ABILITY TO ADJUST THE MACHINES THAT HOLD THEIR PRODUCTS.



HIGH SCHOOL GRADUATES CAN BEGIN CAREERS IN MARKETING AND DISTRIBUTION BY GETTING JOBS AS SECRETARIES, CASHIERS AND SALES CLERKS.

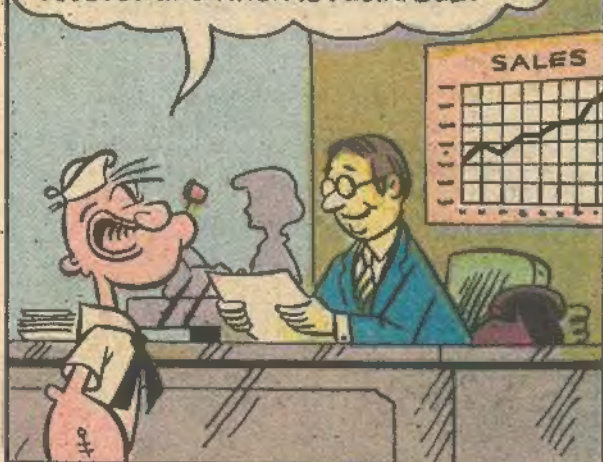
EMPLOYEES ENTRANCE



OTHER JOBS CAN BE HANDLED WITHOUT A HIGH SCHOOL DIPLOMA.



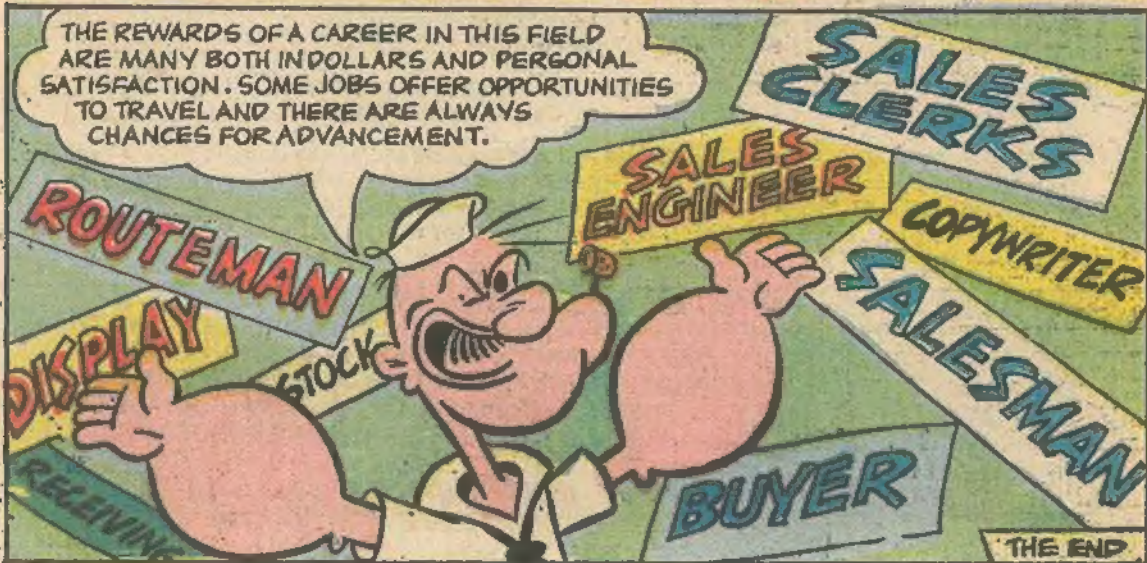
TO BECOME A STORE EXECUTIVE, AN ACCOUNTANT OR AN ADVERTISING SPECIALIST, A COLLEGE EDUCATION IS DESIRABLE.



MARKETING AND DISTRIBUTION WORKERS CAN BE FOUND NEARLY ANYWHERE THERE ARE PEOPLE. SOME WORK WITH THINGS, OTHERS WORK WITH PEOPLE AND A FEW DEAL IN INFORMATION.



THE REWARDS OF A CAREER IN THIS FIELD ARE MANY BOTH IN DOLLARS AND PERSONAL SATISFACTION. SOME JOBS OFFER OPPORTUNITIES TO TRAVEL AND THERE ARE ALWAYS CHANCES FOR ADVANCEMENT.



THE END

CAN YOU ANSWER THESE ?

1. LIST FIVE JOBS IN MARKETING AND DISTRIBUTION YOU THINK YOU MIGHT ENJOY. NEXT TO EACH LIST THE TRAINING YOU WOULD NEED. YOU CAN FIND THE ANSWERS IN THIS BOOK.

JOBS

TRAINING

2. DID YOU FIND ANY JOBS YOU DID NOT KNOW ABOUT ? LIST SIX.

--	--	--

3. MARKETING AND DISTRIBUTION JOBS ARE POSSIBLE WITH TRAINING WHICH MIGHT INCLUDE:

CHECK ONE →	YES	NO	CHECK ONE →	YES	NO
HIGH SCHOOL DIPLOMA	_____	_____	COLLEGE DEGREE	_____	_____
ON-THE-JOB TRAINING	_____	_____	GRADUATE DEGREE	_____	_____
VOCATIONAL SCHOOL TRAINING	_____	_____	JUNIOR COLLEGE DEGREE	_____	_____
NO HIGH SCHOOL DIPLOMA	_____	_____			

4. SALES JOBS IN MARKETING AND DISTRIBUTION CALL FOR PEOPLE WHO:

CHECK ONE →	YES	NO	CHECK ONE →	YES	NO
ARE ALERT	_____	_____	ARE FRIENDLY	_____	_____
CAN COMMUNICATE WELL	_____	_____	ARE DEPENDABLE	_____	_____
ARE ENERGETIC	_____	_____	ARE COURTEOUS	_____	_____
ARE SELF-CONFIDENT	_____	_____	KNOW THE PRODUCT	_____	_____

5. MARKETING AND DISTRIBUTION CAREERS MAY BE FOUND IN:

CHECK ONE →	YES	NO	CHECK ONE →	YES	NO
SHOPPING CENTERS	_____	_____	DRUG STORES	_____	_____
INDUSTRIES AND FACTORIES	_____	_____	RETAIL SALES	_____	_____
REAL ESTATE	_____	_____	WHOLESALEERS	_____	_____
CHAIN STORES	_____	_____	ENGINEERING	_____	_____
SMALL STORES	_____	_____	CHEMISTRY	_____	_____

6. DO PEOPLE WHO WORK IN MARKETING AND DISTRIBUTION USUALLY WORK DURING THE DAY ?

CHECK ONE →	YES	NO
USUALLY WORK DURING THE DAY ?	_____	_____

7. ARE THERE JOBS IN MARKETING AND DISTRIBUTION FOR MEN AND WOMEN, YOUNG AND OLD, WITH A RANGE OF ABILITIES ?

ARE THERE JOBS IN MARKETING AND DISTRIBUTION FOR MEN AND WOMEN, YOUNG AND OLD, WITH A RANGE OF ABILITIES ?	_____
--	-------

8. IS THERE A LARGE NUMBER OF WOMEN WORKING IN SALES ?

IS THERE A LARGE NUMBER OF WOMEN WORKING IN SALES ?	_____
---	-------

9. IS FULL TIME AND PART TIME EMPLOYMENT AVAILABLE IN MARKETING AND DISTRIBUTION WORK ?

IS FULL TIME AND PART TIME EMPLOYMENT AVAILABLE IN MARKETING AND DISTRIBUTION WORK ?	_____
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10. IN MARKETING AND DISTRIBUTION SOME PEOPLE WORK WITH THINGS, SOME WITH PEOPLE AND SOME WITH INFORMATION.

IN MARKETING AND DISTRIBUTION SOME PEOPLE WORK WITH THINGS, SOME WITH PEOPLE AND SOME WITH INFORMATION.	_____
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11. SOME JOBS IN MARKETING AND DISTRIBUTION REQUIRE VERY LITTLE TRAINING AND SKILL WHILE OTHERS NEED GRADUATE DEGREES.

SOME JOBS IN MARKETING AND DISTRIBUTION REQUIRE VERY LITTLE TRAINING AND SKILL WHILE OTHERS NEED GRADUATE DEGREES.	_____
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12. THERE ARE MARKETING AND DISTRIBUTION JOBS NEARLY EVERYWHERE THERE ARE PEOPLE. POPEYE SAID SOME OF THE JOBS OFFERED OPPORTUNITIES FOR TRAVEL.

THERE ARE MARKETING AND DISTRIBUTION JOBS NEARLY EVERYWHERE THERE ARE PEOPLE. POPEYE SAID SOME OF THE JOBS OFFERED OPPORTUNITIES FOR TRAVEL.	_____
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OTHER TITLES AVAILABLE - KING FEATURES CAREER EDUCATIONAL SERIES
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HEY, KIDS-

DISCUSSION QUESTIONS!

DIRECTIONS:

CONSIDER AND DISCUSS THE FOLLOWING QUESTIONS

1. HAVE YOU EVER SOLD GOODS OR SERVICES? WOULD YOU RATHER SELL SOME PRODUCT OR YOUR TIME TO PERFORM SOME SERVICE?
2. WHAT SALES APPEAL WORKS MOST EFFECTIVELY ON YOU?
3. HOW DO YOU KEEP TRACK OF AND STORE THE THINGS YOU OWN? WHAT RECORDS AND PAPERS MUST YOU KEEP ON ORDER? WHAT MACHINES OR EQUIPMENT MUST YOU MAINTAIN? WHAT PROBLEMS DO THESE RESPONSIBILITIES CAUSE?
4. WHAT OCCUPATION INVOLVING SELLING, BUYING, HANDLING, AND MAINTAINING GOODS WOULD YOU CHOOSE TO DO?

ROUTE SALESMEN DEAL IN
ICE CREAM, DRY CLEANING,
BAKERY PRODUCTS, AND MANY
OTHER THINGS. MEN AND WOMEN,
YOUNG AND OLD WORK HAPPILY
IN THESE CAREERS.

DO YOU HAVE
ANY NICKEL
HAMBURGERS,
SIR?

